

## **CHAPTER V**

### **MARKETING ANALYSIS**

#### **5.1 Marketing Strategy**

##### **5.1.1 Market Segmentation**

Svstain's market segmentation is based on several key categories to understand potential customer characteristics better. By region, Svstain targets urban communities, where access to information and the latest fashion trends is more readily available. People living in urban areas are more open to new trends and innovations in fashion.

Regarding age, Svstain focuses on Generation Z, individuals born between 1997 and 2012. This group is known for its reliance on technology and social media, which influence how they interact with brands and make purchasing decisions. Generation Z also seeks products representing their identity and supporting values they deem necessary, such as sustainability and social justice.

From a psychographic perspective, Svstain targets young people who value the environment and sustainability highly. They appreciate products that align with their sustainable lifestyle choices, including their fashion decisions. They are highly conscious of the environmental impact of their products and prefer brands that adhere to these sustainability principles.

On the behavioral side, Svstain's consumers seek benefits from their purchases, including comfort in everyday clothing and the opportunity to express their creativity through customizable designs. These consumers value products that provide freedom of expression and are highly aware of sustainability, making them likely to choose items that meet aesthetic standards and are environmentally friendly by strengthening their emotional connection with the brands they support.

### 5.1.2 Target Market Selection

Svstain's target market is primarily Generation Z, individuals born between 1997 and 2012, who are residing in urban areas like Jakarta and Tangerang. This demographic, which is deeply integrated into social media, represents a significant portion of Indonesia's population.

According to BPS data, there are approximately 4,971,342 Generation Z individuals in Jakarta and Tangerang (BPS, 2024). Known for their digital fluency, Generation Z's habits and preferences are strongly shaped by technology and their constant engagement with online platforms. Their purchasing behaviors, social interactions, and information consumption are all heavily influenced by their digital environment, making them a key market for businesses that can effectively harness digital marketing and e-commerce channels.

For Generation Z, fashion is not just a functional necessity. It is an essential part of their identity and a powerful tool for self-expression. This generation is uniquely focused on reflecting their personality through their clothing choices, valuing authenticity and individuality. Fashion for them is about more than just following trends, it is a way to communicate their values and distinguish themselves in a highly dynamic social landscape.

According to Nurceci & Faridzi (2024), many young individuals, particularly students, view fashion as a way to differentiate themselves from their peers. Svstain understands this desire and addresses it by offering flexible, customizable products. Through innovative features such as velcro-attached patches on T-shirts, Svstain allows customers to express different aspects of their personality, easily adapting their look to their mood or the latest fashion trends. This flexibility provides a cost-effective way for Generation Z to update their wardrobe without the need to constantly purchase new clothes, making Svstain an appealing choice for this cost-conscious generation.

Moreover, Generation Z's shopping behavior is characterized by a preference for practicality and efficiency. As noted by Kompas (2022), this generation values solutions that offer both convenience and affordability. They are drawn to products that combine style with functionality, seeking items that allow them to seamlessly transition from casual to formal looks, all while staying on budget. Svstain's product innovation, such as T-shirts with detachable patches, meets these needs by offering a versatile, personalized fashion option that allows them to change their look quickly and easily. This convenience appeals to their fast-paced lifestyle, where staying relevant and on-trend is a priority. Svstain's ability to provide dynamic, customizable products aligns perfectly with Generation Z's desire for self-expression, practicality, and trend-consciousness.

The evidence demonstrates that Svstain's target market aligns well with expectations. Data obtained from Instagram indicates that the brand's audience reflects the appropriate demographic and behavioral characteristics that align with the established market segmentation. This analysis confirms that Svstain has successfully captured the attention of its targeted consumer group, thereby supporting the brand's potential for growth and development in the future.

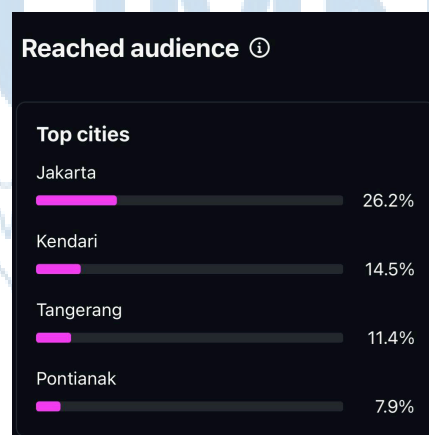


Figure 5.1 Svstain Account Reach by City of Residence

Based on Figure 5.1, most of the audience is from major cities such as Jakarta and Tangerang. This demonstrates that Svstain has successfully captured the interest of consumers in urban areas, who have greater access to information,

the latest fashion trends, and sufficient purchasing power for fashion products. These data reflect the effectiveness of Svstain's target market strategy in attracting the attention of young people in urban areas.

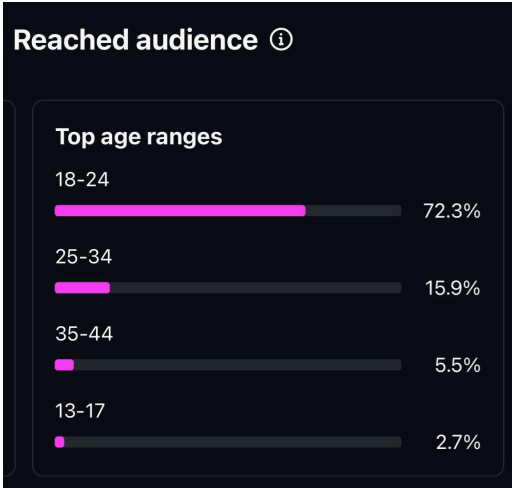


Figure 5.2 Svstain Account Reach by Age

Based on the audience data reached by Svstain, 72% of the accounts fall within the age range of 18-24, while 16% are within the age range of 25-34. This indicates that most of Svstain's followers are the younger generation, Generation Z, who tend to follow the latest trends and are active on social media, aligning well with Svstain's target market.

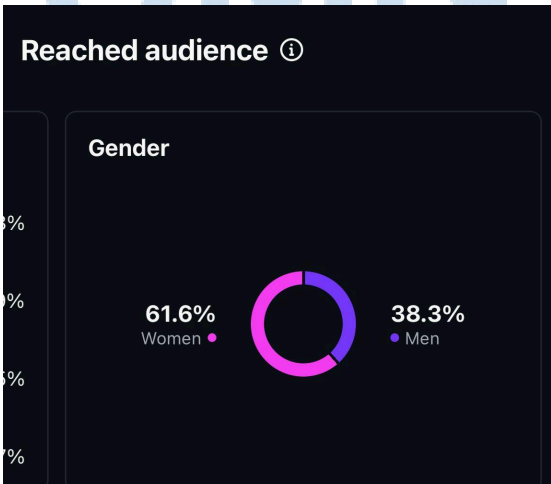


Figure 5.3 Svstain Account Reach by Gender

In terms of gender, the data shows that 61.6% of Svstain's audience is female, while 38.3% is male. This indicates a strong appeal of Svstain among young women, who are generally interested in fashion and customizable products. Svstain's offerings, such as T-shirts with interchangeable patches and stickers, are particularly well-suited for this segment as they provide flexibility in style and appearance.



Figure 5.4 The condition of Svstain's booth at the KMI Expo

Figure 5.4 above shows the condition of Svstain's booth at the KMI Expo XV, which reveals that female visitors tended to dominate compared to male visitors. This could be due to various factors. However, based on on-site interviews, most of the women who visited the booth were attracted to Svstain's products, particularly the patch designs, which were considered cute and appealing. Meanwhile, male visitors generally came to participate in the games organized by Svstain.

### 5.1.3 Customer Value Proposition

A customer value proposition is the unique value that a product or service offers consumers, explaining why that product is worth choosing over other alternatives. The customer value proposition addresses how the product or service benefits users and why someone would be willing to pay for it, even at a premium price. The value of a customer value proposition can stem from various factors,

such as a product's ability to solve significant customer problems by providing solutions that are not easily found in other products or by offering highly desired features (Shelters, 2013).

In a competitive market, the customer value proposition helps a product or service become a must-have for customers. By offering value that aligns with consumer needs and desires, the product gains stronger appeal than competitors. The customer value proposition also fosters a deep connection between the product and the customer, as the customer feels that the product meets their expectations and may exceed them.

Moreover, products with a strong value proposition are better positioned to maintain their market presence, even when faced with stiff competition from larger companies or startups that may have more significant resources or more competitive prices. When a product is perceived as beneficial but also relevant and superior, customers are likelier to remain loyal and even willing to pay more. A strong customer value proposition, therefore, not only attracts consumers but also helps retain their loyalty over the long term. This allows the product to endure and thrive in various market situations while also being a critical driver in building the brand's reputation and trust.

To keep the customer value proposition robust, companies need a customer value proposition canvas. By using this tool, companies can gain a deeper understanding of the essential aspects that keep customers loyal, even when faced with intense competition from larger firms or startups. The canvas helps companies delve deeper into customer needs, expected benefits, and common problems they encounter. As a result, companies can align their products or services to meet these specific needs, thus providing added value that makes their products the preferred choice for customers.

**Svstain's value proposition** lies in its unique **detachable patch system**, a creative innovation that allows consumers to effortlessly customize their t-shirts by attaching and detaching patches as desired. This system not only supports

individuality and self-expression but also addresses a significant issue in the fashion industry: clothing waste. By enabling customers to refresh their wardrobe looks without needing to purchase new garments, Svstain positions itself as a brand that combines creativity with sustainability. This concept aligns with the growing demand for versatile and eco-conscious fashion, particularly among younger generations who are increasingly mindful of their environmental footprint.

In terms of its **marketing strategy**, Svstain focuses on personalization and consumer interaction, leveraging the power of social media platforms such as Instagram and TikTok. These platforms provide an ideal space for the brand to showcase its customizable products through visually engaging and trend-setting content. By incorporating features like user-generated content, challenges, and interactive posts, Svstain builds a vibrant community of followers who actively engage with the brand. This approach resonates strongly with Gen Z, who seek brands that offer not only products but also opportunities for self-expression, creativity, and alignment with their values. Svstain's marketing further emphasizes storytelling around its commitment to sustainability, positioning it as a relatable and forward-thinking brand that addresses both personal and global concerns.

From an **operational perspective**, Svstain ensures that its production processes are both efficient and adaptive. The company employs streamlined inventory management systems to maintain an optimal balance between supply and demand, minimizing waste while ensuring product availability. Its operations are designed to support the production of customizable items, allowing for the seamless integration of detachable patches into its t-shirts. This flexibility ensures that customers receive their products in a timely manner, enhancing their overall experience and satisfaction.

Furthermore, Svstain's operational focus on quality control ensures that each product meets high standards of durability and functionality, reinforcing the brand's promise of offering long-lasting, innovative clothing. By adopting this



meticulous approach to production and logistics, Svstain not only delivers on its core value proposition but also builds trust and loyalty among its customers.

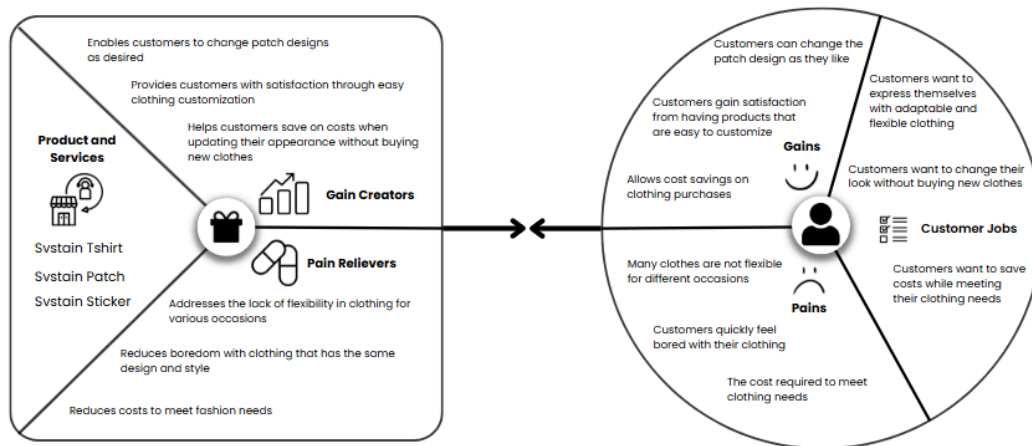


Figure 5.5 Customer Value Proposition of Svstain

To ensure that Svstain meets customer needs and offers strong value in the market, Svstain needs to utilize the Customer Value Proposition (CVP) Canvas. Through the CVP Canvas, Svstain can identify the jobs customers want to accomplish, the desired gains, and the common problems they face when choosing fashion products. By understanding these needs, Svstain can align its products and services to be more relevant to the target market, making it a superior choice.

The canvas consists of two main parts: the Customer Profile and the Value Map. Below is an explanation of the Customer Profile of Svstain:

## 1. Customer Profile

The Customer Profile section includes customer jobs, pains, and gains. These describe what customers want to achieve, their challenges or problems, and what they consider benefits or added value. By understanding this customer profile, the company can focus on designing products that align with customer expectations.



#### **a. Customer Jobs Svstain**

- **Customers want to express themselves with changeable and flexible clothing**

Today's customers, especially the younger generation, highly value the freedom of expression in their clothing choices. They seek fashion products that are not only stylish but also customizable according to their mood, events, or trends. Svstain meets this need with t-shirts and interchangeable patches, allowing customers to showcase their unique and personal style at all times without purchasing new clothes. This feature enables Svstain's customers to customize their apparel according to their identity and preferences.

- **Customers want to change their appearance without buying new clothes**

Many customers often feel bored with the same clothing items, but continuously buying new clothes is not a practical or economical solution for some. Svstain offers a solution with clothing designs featuring detachable patches. This way, customers can easily change their look and impression without shopping for new clothes. This supports flexibility in appearance and provides customers with a more cost-effective and creative option.

- **Customers want to save costs in fulfilling their clothing needs**

In addition to wanting to look unique, many customers have a limited budget for their fashion needs. For them, clothing that can be redesigned becomes an economical solution, as they do not have to spend extra on multiple clothing items. Svstain introduces the concept of one shirt with multiple designs. Svstain's produced shirts serve as a canvas for customers to express themselves with the available patches, allowing them to stay stylish without overspending. In this way, Svstain assists customers in

terms of cost efficiency, making their products the right solution for those wanting to look good without worrying about expenses.

**b. Gains**

- **Customers can change patch designs according to their preferences**

Svstain offers a unique feature: detachable patches and stickers made of fabric. This allows customers to be creative and choose different looks based on their taste or mood. This freedom gives customers a more personalized dressing experience without buying new clothes. This capability helps customers feel more connected to the product since they can customize their appearance according to their preferences.

- **Customers find satisfaction in owning easily customizable products.**

Many customers seek products that allow them to showcase their identity or personality. Svstain provides easy customization, enabling customers to express themselves freely with their products. This satisfaction comes from the ability to create their own unique style, which can be easily adjusted at any time. Thus, Svstain's products offer a more memorable experience for customers.

- **Customers can save costs that would otherwise be spent on new clothing.**

Svstain understands that customers want to look different without incurring high expenses for new clothing. With features that allow replacing patches or stickers, customers can continuously refresh their appearance without spending much money. This advantage becomes a key value of Svstain, as customers feel they receive a cost-effective solution while remaining stylish, which is especially important for segments of customers wanting to manage their fashion budget.

### c. Pains

- **Many clothes are inflexible for various occasions.**

Conventional clothing typically only suits specific occasions, leading customers to feel they need to change clothes for different events or situations. This can be challenging, especially for those who desire flexible, easy-to-adjust clothing. Svstain addresses this need with products that can be personalized for various occasions, offering comfort and convenience that standard clothing lacks.

- **Customers quickly become bored with their clothing.**

Boredom with old clothes is common, as many customers continually want to experiment with new styles. However, frequently buying new clothing is not a practical or economical solution for most people. Svstain tackles this pain by allowing customers to change their clothing appearance simply by swapping patches or stickers, enabling them to appear fresh and different without expanding their clothing collection.

- **The costs associated with fulfilling clothing needs can be burdensome.**

Customers often feel overwhelmed by the high costs of continually meeting their fashion needs, especially if they wish to appear different every time. With Svstain's products, customers can save on fashion expenses by allowing customization without buying new clothes. Svstain helps alleviate this pain by offering more affordable and creative solutions, providing financial benefits for customers who seek style variety without purchasing new clothing.

## 2. Value Map

On the other hand, the Value Map section includes products and services, pain relievers, and gain creators. This section helps companies map the features, benefits, and advantages of their products or services that can address customer difficulties or provide additional desired benefits. Pain relievers focus on how products or services address specific customer

issues, while gain creators demonstrate how the product can generate benefits or deliver the value that customers seek.

**a. Gain Creators**

- **Helping Customers Save Costs on Updating Their Look Without Buying New Clothes**

With its customizable features, Svstain allows customers to refresh their appearance simply by swapping patches or stickers, eliminating the need to buy new clothes. This provides financial benefits, especially for those who want to stay stylish without spending a fortune. Svstain helps customers save on their fashion budgets while maintaining an attractive look.

- **Offering Customers Satisfaction with Easy Clothing Customization**

Svstain products are designed for easy customization, enabling customers to experiment with styles that reflect their preferences. This creates a more satisfying experience, as customers can effortlessly craft unique looks. The customization options provided by Svstain make the products feel more personal and exclusive.

- **Allowing Customers to Change Patch Designs as Desired**

Svstain allows customers to change patch designs anytime, aligning with their mood or preferences. This flexibility enhances visual appeal and will enable customers to express themselves freely through fashion. This added value sets Svstain products apart from conventional clothing.

**b. Pain Relievers**

- **Reducing Costs to Fulfill Fashion Needs**

Svstain offers customizable products to address the high costs of keeping up with fashion trends. By enabling customers to switch patches, Svstain

reduces the need to buy new clothes for a refreshed look, helping them save significantly on fashion expenses.

- **Eliminating Boredom with Repeated Designs and Models**

Svstain products are designed to refresh customers with their wardrobes, even after multiple uses. By changing patches or stickers, customers can enjoy a new style without the monotony of wearing the same old designs. This solution caters to individuals who quickly grow tired of their existing clothes.

- **Addressing the Lack of Flexibility in Traditional Clothing**

Svstain offers a level of flexibility rarely found in conventional apparel. Customers can adapt their clothing's appearance to different occasions or moods by switching patches, making their outfits suitable for various contexts. This versatility gives customers more freedom and turns their clothing into multifunctional pieces.

**c. Products and Services**

- **Svstain T-shirt**

Svstain's main product is a T-shirt with a simple yet innovative design. These T-shirts are available in two variants: *Regular Fit* and *Oversized*. Each variant is uniquely designed to cater to different customer styles and preferences. The first variant, *Regular Fit*, offers a more tailored fit that closely conforms to the body. Made from 24s combed cotton, this T-shirt is comfortable, soft, breathable, and neat. It is available in sizes S, M, L, XL, and XXL and comes exclusively in black. The Svstain Regular Fit T-shirt features an oval-shaped black velcro adorned with the Svstain logo embroidered in white and green. Velcro generally consists of two sides: rough and smooth. The smooth velcro on the T-shirt allows Svstain's rough patches to adhere firmly. This variant is ideal for customers who prefer a classic look while maintaining Svstain's distinct identity. It also

offers flexibility for customers to attach patches of their choice, adding a personalized touch to their outfits.

The second variant, *Oversized*, is designed with a more trendy style, aligning with current fashion trends and customer demand for casual and modern clothing. Made from the same 24s combed cotton, this T-shirt is comfortable, soft, and relaxed. Available in sizes M, L, and XL, it comes in black and white. The Oversized T-shirt features a loose fit, providing a calm and comfortable appearance, making it an ideal choice for everyday wear. Additionally, it is versatile and suitable for various activities and occasions, allowing customers to stay stylish without changing outfits for different events.

The Svstain Oversized T-shirt includes velcro shaped like the letter "S" from the Svstain logo, creating an aesthetic and minimalist look, whether worn with or without patches. The velcro is smooth and comes in two color variations: white on black T-shirts and black on white T-shirts. Each T-shirt color is paired with a contrasting velcro color to ensure the velcro stands out while complementing Svstain's brand identity.

With Svstain's T-shirt products, customers can enjoy an easy and fun customization experience through interchangeable patches. This feature allows customers to adjust their appearance without buying new clothes, offering the satisfaction of achieving different styles simply by switching patches.

These T-shirts also address common fashion challenges. One issue they solve is customers' boredom with repetitive clothing designs. Svstain T-shirts help alleviate this by offering variety within a single product, making them an economical choice. Additionally, they reduce costs for customers who want to stay on-trend without frequently purchasing new outfits. In summary, Svstain Regular Fit and Oversized T-shirts provide a

balanced value of self-expression and savings, meeting customer needs across various aspects.

- **Svstain Patch**

The Svstain Patch is a detachable embroidered patch designed to enhance Svstain products, particularly Svstain T-shirts and Svstain Stickers. Utilizing a velcro system, the rough side of the velcro on the patch attaches seamlessly to the smooth side of the velcro on Svstain apparel. Each patch is uniquely crafted, featuring diverse themes with 4-5 designs per batch. These themes provide customers with visual variety tailored to their interests, moods, and preferences. Additionally, Svstain offers custom patch design services, allowing customers to order personalized designs with a minimum order quantity of 12 pieces. Customers can even request design assistance, making the product more personal and exclusive.

The first patch designs launched by Svstain highlighted endangered animals in Indonesia, with five initial designs featuring the Sumatran tiger, Sumatran rhino, maleo bird, Komodo dragon, and orangutan. This initiative not only reflects Svstain's commitment to adding value to its products but also raises awareness about species that need conservation efforts.

Over time, Svstain's patch design collection has expanded significantly. There are now nearly 40 designs available, and variations aligned with trends and market demand will continue to be added. By keeping up with fashion developments and customer tastes, Svstain strives to remain relevant and appealing in the fashion market. Every new patch design launched reflects innovation and creativity, ensuring customers can always access fresh and trendy options. Svstain aims to attract new customers while fostering loyalty among its existing clientele.



The Svstain Patch offers customers flexibility in self-expression. Each patch can be easily swapped, allowing customers to refresh their look simply by changing the patch without purchasing new clothing. This gives customers the satisfaction of creativity and personalization, making the experience of wearing Svstain T-shirts more enjoyable and interactive. Furthermore, the unique themed designs give customers a sense of exclusivity and relevance to their style.

In addition, the Svstain Patch addresses common customer concerns. One significant issue it solves is the boredom of wearing the same monotonous clothing. By switching patches, customers can give their outfits a new impression, reducing the need to buy new clothes solely for variety. This also helps customers save money, as they can update their appearance without replacing their wardrobe entirely. With customizable design options, the Svstain Patch allows customers to stay true to their style in casual, formal, or unique event settings, making their clothing feel more versatile and functional.

- **Svstain Sticker**

Svstain Stickers are the latest innovation in patch design, crafted to adhere to various fabric surfaces. This product allows customers to add a personal touch to Svstain T-shirts and other clothing and accessories, expanding their options for personalizing their style.

Svstain Stickers are designed to respond to the growing trend of sustainable lifestyles. These stickers serve as an ideal alternative for customers who might not want to purchase a new shirt. Made from soft velcro, the stickers are available in two designs, identical to the velcro logos found on Svstain T-shirts and Svstain Oversized T-shirts, but sold separately so customers can choose according to their preferences.

One of the standout features of Svstain Stickers is their versatility. They can be applied to various fashion items such as hats, bags, shirts, jackets, and more—all made of fabric. The application process is simple: Customers need to place the sticker on their chosen item, cover it with paper, and iron it for 3-4 minutes. Afterward, the item should be left for about 5 minutes until it cools down, ensuring the sticker adheres perfectly.

Svstain Stickers also offer a clever solution for damaged clothing, such as garments with holes. By applying the sticker, customers can conceal the damage and give their clothing a fresh look. Although the stickers are permanent and cannot be removed or reapplied like patches, their velcro design still allows customers to attach additional patches to other areas of the same garment.

With their numerous benefits and advantages, Svstain Stickers provide a new way to express individuality while supporting sustainability by extending the life of existing clothing. This innovation reflects Svstain's commitment to continuous improvement and meeting customers' needs in the dynamic fashion market.

#### **5.1.4 Target Market Size**

The target market size is a crucial metric in business planning. It helps companies understand the extent of the potential market they can reach and the number of consumers likely to purchase their products or services. Identifying the target market size allows companies to assess business opportunities more accurately, including potential sales growth and the market share they can achieve (Panatagama, 2023).

Determining the target market size also aids in developing appropriate marketing strategies and tailoring products or services to meet consumers' specific needs. In other words, the target market size is a guideline for long-term planning

and strategic decision-making, enabling companies to determine whether they can develop and sustain their desired market share within the industry. Additionally, understanding the target market size helps companies grasp market competition dynamics. If the target market is large and in high demand, the opportunities for growth and competitiveness also increase. Conversely, a small target market may indicate the need for companies to focus more on innovation and product differentiation to create added value that attracts consumers.

There are several ways to measure or calculate market size (*Determining Market Size for Business Profitability*, 2024), including:

- **Top-Down Analysis:** This method starts by analyzing the overall market and narrowing it down to estimate the market share that the company can achieve based on demographic segments, location, or product type.
- **Bottom-Up Analysis:** This method calculates market size by gathering data at the operational level, such as specific locations, the number of potential consumers, and business-level sales data, resulting in more detailed estimates.
- **Supply-Based Market Size:** This method measures market potential by considering the scale of supply (products or services) the company can produce and distribute in the targeted market.

Based on the explanation of market size calculation methods above, **Svstain employs the top-down analysis method.** Using this method, Svstain can calculate the market size step by step, starting from broad market estimates and narrowing down to the most realistic segment to dominate. According to Ummah (2023), top-down analysis involves three main components to determine market size: **Total Addressable Market (TAM), Serviceable Available Market (SAM), and Serviceable Obtainable Market (SOM).**

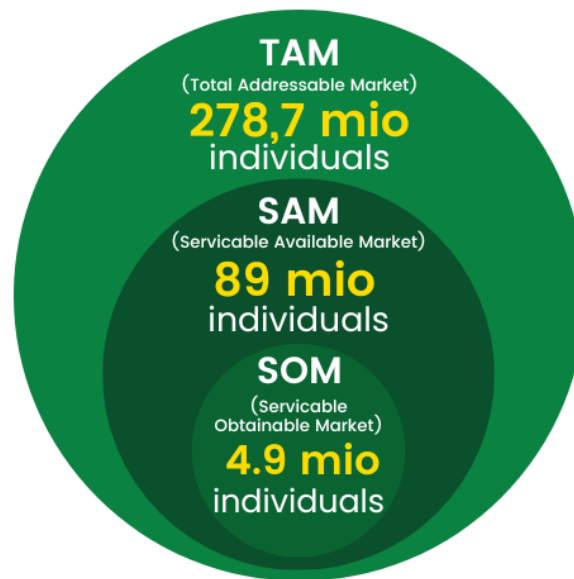


Figure 5.6 Svstain Market Size

Based on Figure 5.6 above, here is the explanation of Svstain's TAM, SAM, and SOM:

### 1. Total Addressable Market (TAM)

TAM represents the total size of the market that can be reached for a particular product or service. It illustrates the maximum potential of the market if there are no limitations in distribution or customer purchasing power. In other words, TAM shows the theoretical size of the market if the product or service could reach all potential customers without any constraints.

Jumlah/ Total	140.786,8	137.909,4	278.696,2
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Figure 5.7 Indonesia's population in 2023

Source: BPS, 2023

Based on Figure 5.7 above, the Total Addressable Market (TAM) identified by Svstain is the entire population of Indonesia. This includes the whole population without considering specific demographic limitations such as age, region, or lifestyle preferences. According to data from the Central Bureau of Statistics (BPS) in 2024, Indonesia's population in 2023 was recorded at 278.7 million people. This figure provides a broad market overview as an initial potential that Svstain can explore before narrowing the target market to more specific segments aligned with the product's demographics and intended audience.

## 2. Serviceable Available Market (SAM)

SAM refers to the portion of the TAM that can be reached with the company's current business model, considering factors like geography, accessibility, and available resources. SAM represents consumers who can and are willing to purchase the product or service within the company's accessible market area.



Kelompok Umur	Penduduk (Laki-Laki)	Penduduk (Perempuan)	Penduduk (Laki-Laki + Perempuan)
0-4	11.499,3	11.012,6	22.511,8
5-9	11.237,6	10.762,4	22.000,1
10-14	11.316,5	10.746,7	22.063,2
15-19	11.419,7	10.714,6	22.134,4
20-24	11.489,7	10.871,1	22.360,9
25-29	11.509,1	10.986,4	22.495,6
30-34	11.243,9	10.845,1	22.089,0

Figure 5.8 Indonesia's population by age and gender in 2023

Source: BPS, 2023

Based on Figure 5.8 above, the **Serviceable Available Market (SAM)** identified by Svstain is the total number of Generation Z individuals in Indonesia, encompassing the age range of 11 to 26 years. This generation is considered a potential target due to their interest in fashion trends and

awareness of sustainability issues. According to data from the Central Bureau of Statistics (BPS, 2024), Generation Z in Indonesia is 89 million. With such a significant number, Generation Z becomes a crucial segment for Svstain, as their characteristics align closely with the concepts and values promoted by Svstain's products.

### 3. Serviceable Obtainable Market (SOM)

**SOM** is the portion of the SAM that a company can realistically capture, considering competition, business capabilities, and the marketing strategies implemented. It represents the market share estimated to be achievable by the company within a specific time frame with the strategies already in place.

Kab/Kota	Jumlah Penduduk menurut Kelompok Umur dan Kabupaten/Kota di Provinsi DKI Jakarta (Jiwa)											
	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65+
	2023	2023	2023	2023	2023	2023	2023	2023	2023	2023	2023	2023
Kep Seribu	2.324	2.381	2.642	2.491	2.328	2.199	1.976	1.790	1.581	1.312	971	
Jakarta Selatan	164.800	171.467	175.884	175.765	174.088	175.155	176.447	176.215	158.423	131.307	100.061	69
Jakarta Timur	236.113	241.086	243.352	243.200	245.030	246.610	241.768	231.322	203.846	169.169	130.976	93
Jakarta Pusat	74.163	79.049	83.265	82.275	82.584	82.824	79.924	78.251	73.410	64.676	51.283	36
Jakarta Barat	188.331	189.332	189.563	191.611	200.745	208.376	202.432	186.830	159.684	132.196	103.077	73
Jakarta Utara	140.507	138.687	138.863	141.993	148.164	151.862	147.368	135.711	113.414	92.188	72.175	52
DKI Jakarta	806.238	822.002	833.569	837.335	852.939	867.026	849.915	810.119	710.358	590.848	458.543	326

Figure 5.9 Population by Age Group in DKI Jakarta in 2023

Source: BPS, 2023

The SOM chosen by our group is the total number of Generation Z residents in the DKI Jakarta and Tangerang areas. **Figure 5.9** shows the population distribution in DKI Jakarta by age group. According to the data published by BPS (2024), there are approximately 3,299,144 Generation Z residents in DKI Jakarta. This figure becomes a potential target market for Svstain because Generation Z is the leading segment on which Svstain

focuses. With this SOM target, Svstain can focus more on developing marketing strategies to reach the right market in dense urban areas.

Kelompok Umur	Jumlah Penduduk Menurut Kelompok Umur dan Jenis Kelamin di Kabupaten Tangerang (Jiwa)		
	Laki-laki	Perempuan	Jumlah
	2023	2023	2023
10 - 14	156.204	145.527	301.731
15 - 19	99.302	97.164	196.466
20 - 24	144.228	139.862	284.090
25 - 29	144.568	140.722	285.290

Figure 5.10 Population of Generation Z in Tangerang Regency by Age Group and Gender in 2023

Source: BPS, 2023

Figure 5.10 shows the population of Generation Z in Tangerang Regency, one of the densely populated areas with significant potential for Svstain. Svstain operates in the Gading Serpong area, part of Tangerang Regency, making Generation Z's presence relevant to Svstain's marketing strategy. According to the data in the figure, there are 1,067,577 Generation Z residents in Tangerang Regency (BPS, 2023).

Jumlah Penduduk Menurut Kelompok Umur dan Jenis Kelamin di Kota Tangerang, 2023			
Terakhir Diperbarui : 23 Februari 2024			
<a href="#">← Kembali</a>	<a href="#">Unduh</a>	<a href="#">&lt;/&gt; JSON</a>	<a href="#">↻ Bagikan</a>
2023			
Freeze judul kolom			
Kelompok Umur	Penduduk (Laki-Laki)	Penduduk (Perempuan)	Penduduk (Laki-Laki + Perempuan)
10-14	85.171,0	79.462,0	164.633,0
15-19	70.505,0	67.537,0	138.042,0
20-24	76.826,0	73.905,0	150.731,0
25-29	75.271,0	75.944,0	151.215,0

Figure 5.11 Population of Generation Z in Tangerang City by Age Group and Gender in 2023

Source: BPS, 2023



Figure 5.11 presents information on the Generation Z population living in Tangerang City. Tangerang City has a high population density and significant potential for developing various sectors, including economic and social. According to the latest data from the Central Statistics Agency (BPS) of Tangerang City in 2024, the population of Generation Z in Tangerang City reaches approximately 604,621 people.

Based on the data on Generation Z's population in Tangerang Regency and Tangerang City, it is clear that the youth in these areas play a significant role in the demographic dynamics and urban development. With a total of around 1,672,198 people, the Tangerang area is a densely populated region.

Generation Z in these areas generally has better access to information, social media, and the latest fashion trends, which makes them more open to Svstain's sustainable fashion concept. The combination of both areas provides a strong foundation for Svstain to develop a tailored marketing approach to meet the aesthetic preferences of the younger generation and introduce the brand's values.

Based on **Figures 5.9, 5.10, and 5.11**, Svstain's Serviceable Obtainable Market (SOM) includes approximately 4,971,342 people, representing a portion of the total Generation Z population in the Jakarta and Tangerang regions. This figure represents the potential target market that Svstain can reach and serve. Focusing on densely populated areas with good access to fashion products, Svstain prioritizes this market segment as its primary target to maximize growth potential.

### **5.1.5 Consumer Behavior**

In today's rapidly evolving digital era, the fashion industry has undergone significant changes influenced by shifting trends and consumer preferences.

Consumers consider aesthetic aspects and value-added factors such as personalization and sustainability. Understanding consumer behavior is a critical factor for Svstain in developing the right strategy to use in the market.

By understanding consumers' motivations and purchasing decisions, Svstain can more effectively present products that meet market needs. Therefore, the following section will discuss the consumer behavior of Svstain's target market to support the optimal growth of the "Svstain" brand.

**a. Consumer Segmentation**

- Demographics: Generation Z (11-26 years old)
- Psychographics: Consumers who enjoy expressing themselves through fashion, particularly with custom products like patches featuring trendy designs.
- Behavioral Segmentation: Consumers who prioritize flexibility in style, follow fashion trends, and are interested in unique, customizable products such as interchangeable patches. Purchases are often influenced by social media, friends, or influencers.
- Target Market: Generation Z (11-26 years old) interested in trendy fashion.

**b. Purchase Motivation**

- Self-Expression: Svstain's patches allow consumers to showcase their perso with various designs that can be used according to their preferences.
- Social Media Trends: Consumers often draw inspiration from trends on Instagram and TikTok when purchasing items.

**c. Decision-Making Process**

- Awareness: Consumers become aware of the product through social media and influencers.
- Consideration: Consumers compare price and quality before making a purchase.
- Purchase Decision: Consumers are influenced by design, reviews, the materials used, and the convenience of online shopping.

#### **d. Factors Influencing Purchases**

- Psychological: Purchasing the product as a form of self-expression when using it.
- Social: Recommendations from friends and influencers who have used Svstain products have a strong impact.
- Cultural: Fashion trends and pop culture influence the designs consumers prefer.

#### **5.1.6 Positioning**

Svstain is a fashion brand targeting the younger generation, particularly Gen Z, offering customizable clothing products that feature detachable patches with special Velcro on the garment. With a focus on customizability and a sustainable lifestyle, Svstain aims to be a solution for consumers who want to follow fashion trends without having to buy new clothes every time a trend changes.

Svstain caters to Gen Z consumers intensely interested in expressing their style and keeping up with ever-evolving fashion trends. As a brand prioritizes a sustainable lifestyle, Svstain enables consumers to creatively modify their clothing by changing the patches without replacing the entire garment. This approach provides convenience for users to adapt their clothes to the latest styles or trends while supporting the concept of a sustainable lifestyle.

In its efforts to build a solid and relevant brand identity for its target market, Svstain emphasizes three critical aspects in its positioning:

- **Unlimited Personalization**

Svstain understands Gen Z's desire to express their style and stay up-to-date with fashion trends. Through the flexible customizability

concept using detachable patches, Svstain offers customers the freedom to change their look continuously according to their style and interests.

- **Sustainable Lifestyle**

Svstain aims to make a sustainable lifestyle an integral part of its consumers' lives. This allows customers to adapt to trends while embracing sustainability with Svstain products, as one piece of clothing can be used with various interchangeable patches that can be reused multiple times.

- **Relevant and Dynamic Trends**

With a target market active on social media and following the latest trends, Svstain focuses on a collection of patches designed to align with current interests and trends. The unique and eye-catching patch designs encourage users to share their experiences on social media, strengthening the bond between consumers and the brand.

### **5.1.7 Product Differentiation of Svstain**

As a fashion brand focused on customizability and a sustainable lifestyle, Svstain has unique features that differentiate it from competitors in the market. This differentiation is a key strategy for Svstain to offer added value to consumers, particularly in terms of personalization and sustainability. Below are the aspects of Svstain's product differentiation:

- a. **Customizability System with Velcro Patches**

Svstain offers clothing products equipped with a unique velcro area for attaching patches. This system allows users to swap patches on the same garment, providing flexibility in changing the look according to personal taste or trends. Users can easily adjust their clothing with several patches without purchasing new items. This customizability system is an innovation that allows consumers to personalize their fashion look

according to their style and personality, which is rare in other fashion brands in Indonesia.

**b. Commitment to Educating Sustainable Lifestyle**

Svstain focuses on the principle of a sustainable lifestyle. By offering the option to swap patches on a single garment, Svstain helps reduce the need to buy new clothes, ultimately reducing the environmental impact of textile production. Svstain's products invite consumers to participate in responsible fashion trends, adding value for customers who are conscious about sustainable living.

**c. Svstain Sticker Innovation**

In addition to clothing and patches, Svstain has developed the Svstain Sticker. This sticker can be permanently attached using a heat press method on various materials such as fabric or canvas. This sticker has a smooth Velcro surface, allowing users to add Svstain patches to clothing or other fabric-based media they already own (without a Velcro system), making them look fresh and new. With this innovation, Svstain expands the functionality of its products, so users are not limited to one type of clothing but can apply the customizability concept to other fashion items or accessories.

**d. Dynamic and Trendy Patch Designs**

Svstain understands that Gen Z has solid preferences for ever-changing fashion trends. Therefore, Svstain actively designs patches that follow popular trends among Gen Z, such as anime characters, cute designs, and trending themes. The variety of patch designs allows Svstain to attract consumers with different interests, whether in fashion, community, or hobbies. By keeping up with market trends, Svstain can meet customers' needs to stay trendy without buying new products each time.

**e. Online and Offline Distribution Platforms**

Svstain uses a distribution strategy that covers both online and offline

platforms. For online marketing, Svstain is active on social media platforms such as TikTok and Instagram, which are relevant to the Gen Z target market. Additionally, Svstain is also present on various e-commerce platforms like TikTok Shop, Tokopedia, and Shopee, making transactions more accessible for consumers. For offline marketing, Svstain participates in bazaars, allowing consumers to experience the products firsthand and understand the customizability and sustainability concepts offered by Svstain. This distribution approach strengthens Svstain's differentiation as a flexible and easily accessible brand.

#### 5.1.8 Product Attribute Map

The Product Attribute Map is an analytical tool used to map a product's position based on key attributes that are the main focus of product development. For Svstain, the product attribute map uses two main variables: customizability (flexibility of personalization) and Sustainable Lifestyle Impact (the extent of impact on a sustainable lifestyle). These two variables highlight Svstain's competitive advantage as a fashion product that encourages consumers to adopt a more sustainable lifestyle through interchangeable design options.

The map is arranged as follows:

- The X-axis represents **Customizability**, which indicates how much the product allows consumers to personalize the look according to their preferences. The farther to the right, the higher the level of flexibility the product offers.
- The Y-axis represents **Sustainable Lifestyle Impact**, which reflects the product's influence in encouraging consumers to adopt a sustainable lifestyle. The higher the axis, the more significant the product's impact on fostering more eco-friendly consumption patterns.

Svstain is positioned in the top-right quadrant of the map because the product offers high flexibility in personalization through its interchangeable patch system. Additionally, Svstain actively supports a sustainable lifestyle, enabling consumers to use one garment with various designs without buying new clothes whenever they want to change their look. In comparison, here is the positioning of other products on this map:

- **Fast Fashion Brand:** Located in the bottom-left quadrant, indicating low Customizability and low Sustainability Impact.
- **Eco-Focused Brand:** Positioned in the top-left quadrant, with high sustainability impact but low Customizability.

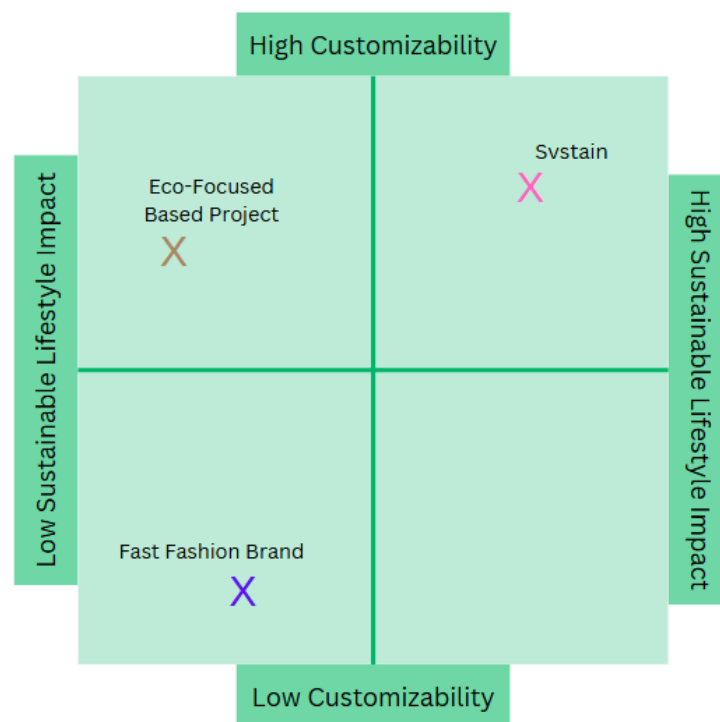


Figure 5.12 Svstain Product Attribute Map

This map shows that Svstain occupies a unique and strategic position as a fashion product that combines design flexibility with a sustainable lifestyle impact. Through these strengths, Svstain has the potential to attract Gen Z



consumers who value trends and personalization while caring about sustainable lifestyle aspects.

### **5.1.9 Business Model**

According to Osterwalder and Pigneur (2010) in their book *Business Model Generation*, a business model is how an organization creates, delivers, and captures value for its customers and itself. It is a framework that explains how a company generates revenue, meets customer needs, and manages its resources to ensure operational sustainability.

Svstain's business model encompasses Business to Business (B2B) and Business to Customer (B2C). In the B2B model, Svstain collaborates with companies or organizations to produce clothing based on their specific needs. Clients can request custom product designs while maintaining the core values that Svstain upholds, such as sustainability and quality. Although no concrete examples of B2B partnerships exist, Svstain remains open to future collaborations with various companies and institutions. Moving forward, Svstain is ready to form alliances with organizations or agencies that require fashion products that are aligned with the values Svstain offers.

At the same time, Svstain operates under the B2C model by selling products directly to consumers through popular e-commerce platforms such as Shopee, Tokopedia, and TikTok Shop. Additionally, Svstain utilizes peer-to-peer sales, such as participating in bazaars where customers can purchase products directly.



Figure 5.13 Svstain Shirts Produced for UMN Team at UNIIC Ideathon Competition in the Philippines

Figure 5.13 shows a B2C collaboration between Svstain and Universitas Multimedia Nusantara (UMN) in product customization. Svstain produced polo shirts for the IDEATHON UNIIC competition held in the Philippines. In this collaboration, Svstain designed the logo and selected the fabric that met the required standards. UMN later approved this, reflecting Svstain's commitment to delivering high-quality products that meet client demands.

Additionally, Svstain offers product customization services for institutions or individuals with a minimum order of 12 patches. Figure 5.14 below illustrates an example of custom patch production tailored to customer requests, showcasing Svstain's flexibility in meeting the unique needs of B2B consumers and its ability to create personal and exclusive products.



Figure 5.14 Proof of chat for patch customization collaboration

By adopting both business models, Svstain can reach various market segments, from individuals seeking unique and sustainable lifestyle products to organizations needing custom products for their specific requirements. This approach not only expands Svstain's market reach but also increases the accessibility of its products in the digital marketplace and strengthens collaborations with corporations on a larger scale.

Svstain's business model is designed to be highly scalable, with the potential to grow both in terms of product offerings and market reach. The brand's dual B2B and B2C models allow it to tap into multiple revenue streams, ensuring steady growth across different consumer segments and business partnerships. The scalability of Svstain's model is further supported by its ability to offer customization services, which appeal to both corporate clients and individual consumers. Factors driving Svstain's growth include the increasing demand for

sustainable fashion, the rise of personalized consumer preferences, and the accessibility of digital marketing and e-commerce platforms.

Additionally, strong relationships with local suppliers, a commitment to ethical production standards, and collaborative branding opportunities with educational institutions and companies position Svstain for continued expansion. This strategic approach ensures that Svstain can not only scale its production but also establish a robust presence in local and international markets, staying agile and responsive to emerging trends and consumer needs.

### **Business Model Canvas (BMC)**

The Business Model Canvas (BMC) is a highly effective tool for designing a business model, consisting of nine key elements as follows:

1. **Customer Segments:** The groups of customers targeted by the company's products or services.
2. **Value Propositions:** The unique value or solutions the company offers to meet customer needs or solve customer problems.
3. **Channels:** How companies reach customers to communicate, distribute, and sell their products or services.
4. **Customer Relationships:** The types of relationships the company builds with each customer segment to enhance loyalty and satisfaction.
5. **Revenue Streams:** The company's income sources from each customer segment, including sales or payment models.
6. **Key Resources:** The main assets the company requires to create and deliver the value proposition.
7. **Key Activities:** The key activities must be performed to run the business operations and deliver the value proposition.
8. **Key Partnerships:** External parties or strategic partners that support the company in operations or business growth.
9. **Cost Structure:** An overview of the costs required to run all business model elements.

Through the BMC, companies can identify strengths and opportunities for innovation, such as updating value propositions or expanding customer reach. This makes the BMC a dynamic tool for analyzing and adjusting business models to align with the ever-changing market demands, supporting business sustainability, and enhancing competitiveness.

As an important step to ensure sustainability and competitiveness, Svstain uses the Business Model Canvas (BMC) as a strategic guide to map out each key element of the business. With a deep understanding of the BMC, Svstain can adjust its business model more easily to remain relevant in a dynamic market. Below is Svstain's BMC:

BUSINESS MODEL CANVAS				
KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITIONS	CUSTOMER RELATIONSHIP	CUSTOMER SEGMENTS
<ul style="list-style-type: none"><li>Raw Material Suppliers</li><li>E-commerce Platform and Social Media</li><li>Institutions organizations (B2B)</li></ul>	<ul style="list-style-type: none"><li>Product Research and Development</li><li>Quality Check (QC)</li><li>Marketing and Promotion (online and offline)</li></ul>	A product with innovative removable patches, allowing customers to have various designs in a single fashion item that can be used for a long time while staying on trend	Direct interaction through social media, creating engaging and educational content, offering special promotions, providing customer service via WhatsApp	Gen Z in urban areas who actively follow fashion trends, engage with brands through digital platforms, aspire to stand out, and prefer products that offer style flexibility
	KEY RESOURCES		CHANNELS	
	<ul style="list-style-type: none"><li>Design and Creative Team</li><li>Digital and Technology Platform</li><li>High Quality Raw Material</li><li>Website Developer Team</li></ul>		<ul style="list-style-type: none"><li>Ecommerce (Shopee, Tokopedia, TikTok Shop)</li><li>Social Media (Instagram dan TikTok)</li><li>Offline Events (Bazaar, Expo, dan kolaborasi)</li></ul>	
COST STRUCTURE			REVENUE STREAM	
<ul style="list-style-type: none"><li>Production Costs</li><li>Marketing Costs</li><li>Operational Costs</li><li>Designer Fees</li><li>E-commerce admin Fees</li></ul>			Product Sales	

Figure 5.15 Business Model Canvas Svstain

Based on the Svstain Business Model Canvas above, here is an explanation of each element:

### 1. Customer Segments

Svstain's primary target is Gen Z in urban areas, who have broad access to fashion trends and desire to look unique. These consumers are accustomed

to interacting with brands through digital platforms and are open to products that offer flexibility in their dressing style.

## **2. Value Propositions**

The main value proposition is to provide a flexible, practical, and unique fashion experience. Svstain allows consumers to express themselves through clothing that can be transformed by attaching specially designed patches to Svstain T-shirts. This concept helps reduce boredom with clothes, offering a sustainable style alternative without purchasing new garments. In addition, Svstain products are designed with high quality, ensuring long-term use and creating value for consumers seeking comfort, creativity, and quality in their fashion.

## **3. Channels**

- **E-commerce Platforms:** Svstain utilizes e-commerce to sell products on a broader scale, reaching customers who seek the convenience of online shopping.
- **Social Media (Instagram and TikTok):** Through social media, Svstain interacts directly with its target market, showcasing engaging content related to products, styles, and fashion inspiration. It also serves as a channel to build brand awareness and consumer engagement.
- **Offline Events (Bazaar, Expo, and Collaborations):** Svstain participates in events such as bazaars and expos to interact directly with consumers, offer hands-on product experiences, and build relationships with customers and potential partners.

## **4. Customer Relationships**

- **Direct Interaction through Social Media:** Svstain actively uses social media to respond quickly to customer inquiries and feedback, maintain good relationships, and build loyalty.



- **Engaging and Educational Content:** Through social media, Svstain shares content that promotes products and educates customers about fashion trends and the stories behind patch designs, creating an emotional connection.
- **Loyalty Programs and Special Promotions:** Svstain offers discounts and special promotions for loyal customers and encourages new customers to purchase through attractive offers.

## 5. Revenue Streams

Svstain's main revenue comes from product sales, mainly T-shirts and detachable patches, through e-commerce and social media. To increase transaction volume, Svstain also offers product bundling (T-shirt + patch) and custom design services for customers who need specific designs. In addition to selling products online, Svstain participates in offline bazaar events to sell directly to consumers, raise brand awareness, and expand market reach.

## 6. Key Resources

- **Design and Creative Team:** A team responsible for creating appealing, relevant, trend-fitting product and patch designs. The design team communicates directly with the Chief Creative Officer.
- **High-Quality Raw Materials:** Cotton Combed 20s fabric for T-shirts and high-quality velcro for patches, ensuring comfort, durability, and product functionality.
- **Digital Platforms and Technology:** Svstain uses e-commerce and social media as the primary platforms for business operations, marketing, and sales. These technologies form the foundation for reaching consumers and managing sales data.
- **Website Developer Team:** Svstain also has a website development team to support the company's online operations. This team is responsible for designing, developing, and maintaining the Svstain website. The Svstain



website is connected to e-commerce platforms like Tokopedia, Shopee, and TikTok, as well as social media accounts to facilitate customer interaction. Additionally, there are interactive features like games to increase engagement and entertainment for visitors.

## 7. Key Activities

- **Product Research and Development:** Research market trends and preferences to create designs and products that match the target market's tastes.
- **Production and Quality Control:** Ensuring that each product meets high-quality standards to meet consumer expectations.
- **Marketing and Promotion:** Manage digital marketing campaigns through social media, ads, and influencer collaborations. Participate in offline events to introduce products to a broader market.

## 8. Key Partnerships

- **Raw Material Suppliers:** Suppliers who provide key materials such as fabric and Velcro, ensuring the sustainability of production and product quality.
- **E-commerce and Social Media Platforms:** Partnerships with e-commerce platforms like Shopee and Tokopedia and social media platforms like Instagram and TikTok for distribution and marketing.
- **Institutions or Organizations (B2B):** Collaborating with companies or institutions that require custom apparel products, such as T-shirts with unique designs for branding or events.

## 9. Cost Structure

- **Production Costs:** Include raw material costs, labor, and the production of patches and T-shirts, which are the main products.
- **Marketing Costs:** Include advertising expenses, digital marketing, social media content creation, and participation in bazaars and events.

- **Operational Costs:** Includes costs for managing inventory, shipping, e-commerce platform fees, and other supporting technology services.

#### 5.1.10 Pricing Strategy

Price plays a significant role in overall product marketing and development, making it one of the four key elements in the Marketing Mix 4P (Product, Price, Place, Promotion). In this context, price indicates a product's value and influences consumer perception and purchase decisions. By setting the right price, a company can attract customer attention and create a positive impression of the offered product.

However, setting the right price is a challenge in itself, as price is an important factor that affects how consumers evaluate a product. Prices that are too high may make consumers feel that the product is unaffordable, while prices that are too low can raise doubts about the product's quality. Therefore, companies need to consider various factors when setting prices, such as production costs, competitor prices, customer perceived value, and long-term business goals.

Moreover, the right pricing strategy can also serve as a tool to achieve various business objectives, such as increasing market share, optimizing profitability, or creating a specific brand image. A company can choose from various pricing strategies, including promotional, premium, penetration, and others. Each strategy has different approaches and goals depending on the market, target consumers, and product characteristics.

Svstain uses a Promotional Pricing strategy. Promotional pricing is a strategy where a product is offered at a discounted or special price for a limited time. This strategy aims to stimulate demand, boost sales, and attract new customers by providing incentives in the form of price cuts or product bundling (Kuchkanov, 2023). By using promotional pricing, Svstain can increase market

interest in its products, especially among the student segment, which is highly price-sensitive.

With this promotional pricing strategy, Svstain can enhance brand loyalty among customers. Through special offers like discounts on main products and product bundling, Svstain creates added value for consumers looking for quality products at affordable prices. Additionally, promotional pricing helps expand Svstain's reach to new customers who may have been hesitant to try products at regular prices. This strategy also has a psychological effect, creating urgency among consumers, where they feel they have a limited opportunity to purchase Svstain products at a special price, encouraging immediate purchases and fostering a habit of regularly checking Svstain's offers. Here is the pricing list for Svstain products:

Table 5.1 Svstain Product Price List

No	Products	Initial Cost	Final Price (After Discount)
1	Svstain Regular T-shirt	Rp 179.900	Rp 139.900
2	Svstain Oversized T-shirt	Rp 179.900	Rp 149.900
3	Svstain Patch	Rp 34.900	Rp 29.900
4	Svstain Velcro Sticker	Rp 29.900	Rp 24.900
5	Bundling Svstain T-shirt (Regular/Oversized) + Svstain Patch	Rp 214.900	Rp 149.900
6	Bundling Svstain Patch + Sustain	Rp 64.900	Rp 49.900

	Velcro Sticker		
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Based on Table 5.1, Svstain applies a promotional pricing strategy to encourage more purchases, expand the customer base, and emphasize the value consumers receive with every purchase. For example, product bundling, such as t-shirts and patches at discounted prices, allows consumers to enjoy more Svstain products simultaneously while saving money. This approach helps increase sales volume and allows Svstain to introduce other product variations, such as stickers and patches that can be applied to various items.

This strategy also targets price-sensitive consumer segments, such as students, by offering additional value through bundling. It enables Svstain to remain competitive in a market full of fashion product options while also introducing consumers to sustainable fashion through product variations like patches and stickers that can be reused. This pricing strategy boosts sales volume and strengthens brand awareness and consumer engagement with Svstain.

## 5.2 Sales Process and Promotion Mix

In a competitive business world, an effective sales process and promotional strategy are key factors in a product's success. The sales process involves various steps to introduce the product to consumers. The product owner is also responsible for facilitating the transactions and ensuring customer satisfaction with the purchased product. By using the right strategies, companies can grow and drive the sustainability of their products.

Svstain has developed an approach to encouraging both the sales process and promotions. The products are designed to meet the needs of consumers who seek sustainable fashion and comfort. The Svstain team is committed to creating a

very comfortable and non-boring clothing experience, leading to innovation in Svstain products today. In this subsection, the Svstain team will explain in detail the sales process applied and the promotional initiatives for Svstain products.

### **5.2.1 Sales Process**

#### **a. Online**

Svstain focuses on online sales through digital platforms such as Instagram, Tokopedia, Shopee, and TikTok. This step is taken to reach more consumers, considering that current shopping behavior is increasingly shifting to the digital realm. Through Instagram, Svstain promotes its products and emphasizes brand awareness through engaging and informative content related to its relatively new product innovations. A consistent content strategy on Instagram is important in introducing its new products and communicating the sustainability values it advocates.

Additionally, Svstain leverages support from Key Opinion Leaders (KOLs) to strengthen the promotional content created. This collaboration aims to enhance brand credibility while attracting potential consumers. Using KOLs in marketing strategies allows Svstain to reach a wider audience, especially among the younger generation, which is their main target market.

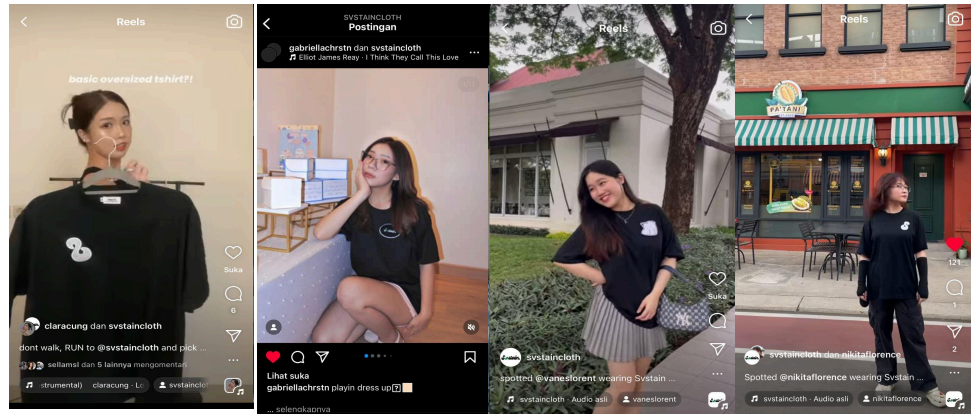


Figure 5.16 Collection of screenshots of content created by influencers

Source: Svstain Instagram, 2024

## b. Offline

Although the primary strategy focuses on online sales, Svstain still recognizes the importance of offline sales in building closer connections with consumers. One initiative undertaken is participating in bazaars. For example, Svstain recently participated in the KMI Expo in Kendari, Southeast Sulawesi, which allowed the brand to meet customers face-to-face, promote products more personally, and gather direct feedback.

Participation in these bazaar events allows Svstain to establish stronger consumer relationships and expand its marketing network. Through direct interaction, consumers can see and feel the product quality while gaining a deeper understanding of the values offered by Svstain, which helps strengthen customer loyalty.

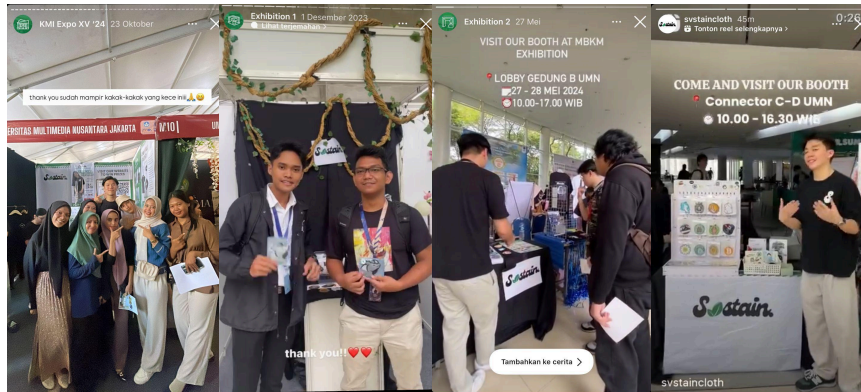


Figure 5.17 Collection of Photos from the KMI Expo Bazaar, Kendari  
Sumber: Svstain Instagram, 2024

### 5.2.2 Promotion Mix

A well-planned and comprehensive promotional approach is crucial for increasing brand awareness and driving sales of Svstain's innovative products. This promotional strategy is designed to align with the brand's characteristics, emphasizing authenticity, modernity, and a close connection with the community. By utilizing a variety of communication channels and promotional techniques, Svstain can expand its market reach while strengthening relationships with existing customers. To achieve these objectives, the company will implement a **promotional mix**, which includes Integrated Marketing Communication (IMC), advertising, direct selling, sales promotions, and word-of-mouth marketing (WOMM).

Before launching any promotions, particularly on social media, the Chief Creative Officer (CCO) will create a task list detailing what content will be posted, when it will be published, on which platforms, and the goal of each piece of content. Creating this list, as shown in Figure 5.18 is extremely important because it helps the team stay organized and consistent in executing the promotional plan.



	Task	Keterangan/deskripsi	Deadline	Approval	NOTES
SosMed	Post Reels, Story, TikTok	" anggota Svstain datang jam berapa ya"	Sep 22, 2024	Pass	reached 3k++ views
SosMed	Post Reels, Story, TikTok	Vlog goes to IniSablon	Sep 24, 2024	Pass	300++ views
SosMed	Post Feeds, Story	Sneakpeek new arrival	Sep 28, 2024	Pass	
SosMed	Post Reels, Story, TikTok	Sneakpeek photoshoot	Sep 28, 2024	Pass	1.3k++ views
SosMed	Post Feeds, Story	Coming soon post	Sep 29, 2024	Pass	
Desain	Follow Up Ason	Desain patch sudah hampir jadi 2 (maskot KMI dan Kota Kendari)	Sep 30, 2024	Pass	mungkin next mau bikin quotes atau pemandangan
SosMed	Post Feeds, Story	Baju oversized yg dilipet	Sep 30, 2024	Pass	
SosMed	Post Story	Launching soon! (kasih fitur timer)	Sep 30, 2024	Pass	
SosMed	Post Feeds, Story	New Arrival	Oct 1, 2024	Pass	
SosMed	Post Reels, Story, TikTok	Video new arrival vidy	Oct 1, 2024	Pass	
Creative	Bikin wordingan	Untuk deskripsi produk di ecommerce (shopee, tokped)	Oct 1, 2024	Pass	
SosMed	Post Feeds, Story	Foto Vivin Vidy	Oct 2, 2024	Pass	
SosMed	Post Reels, Story, TikTok	Video vidy styling baju svstain	Oct 2, 2024	Pass	
Desain	Follow Up Ason	Diharapkan desain patch sudah jadi 2 dan bisa kerja ke next desain	Oct 2, 2024	Pass	lagi dibenerin ukuran patchnya
Creative	Katalog patch	Desain katalog patch di ecommerce beserta watermarknya	Oct 3, 2024		total ada 18 patches
SosMed	Post Feeds, Story	Katalog baju Svstain hitam putih	Oct 3, 2024		
SosMed	Post Reels, Story, TikTok	Video breaking news one piece	Oct 3, 2024		
SosMed	Post Story	New Desain patch tomorrow (timer)	Oct 3, 2024		
SosMed	Post Feeds, Story	Foto valen vivian vivin pakai patch one piece	Oct 4, 2024		
			Oct 4, 2024		
Desain	Follow Up Ason	Diharapkan desain patch sudah terarah	Oct 4, 2024		
SosMed	Post Feeds, Story	Foto 5 patch one piece	Oct 5, 2024		

Figure 5.18 the Screenshot of Chief Creative Officer's List of Task

Without a clear content calendar, the published content could become disorganized and misaligned with the overall strategy, diminishing the effectiveness of the marketing efforts. The content calendar allows the team to plan and prepare content more thoughtfully, ensuring that each post supports larger objectives such as increasing **brand awareness**, providing **education** to the audience, running **product promotions**, building **engagement** with followers, or delivering a strong message through **storytelling**.

CONTENT CALENDAR						
September						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
22 Sept Konten : "datang jam berapa" Media : Reels, TikTok, Story IG	23 Sept Konten : "vlog ke sablon.com" Media : Reels, TikTok, Story IG	24 Sept Konten : 1. "Video Sneakpeek Photoshoot" 2. "Foto Sneakpeek oversized" Media : Reels, TikTok, Story, Feeds	25 Sept Konten : 1. "Vlog Photoshoot" 2. "Foto Coming Soon" Media : Reels, TikTok, Story, Feeds	26 Sept Konten : "Foto Baju Svstain yang dilipet" Media : Feeds, Story IG	27 Sept Konten : 1. "Video baju Svstain oversized" 2. "Foto new arrival" Media : Reels, TikTok, Story, Feeds	28 Sept Konten : 1. "Video vidy pake baju svstain" 2. "foto vivin vidy" Media : Reels, TikTok, Story, Feeds
29 Sept Konten : 1. "Video packing baju Svstain" atau "Video review baju Svstain" 2. "Foto baju Svstain" Media : Reels, TikTok, Story, Feeds	30 Sept Konten : 1. "Video arif pake baju Svstain" 2. "Foto arif pake baju Svstain" Media : Reels, TikTok, Story, Feeds					

Figure 5.19 Svstain's Content Calendar in September

Based on figure 5.19, the Chief Creative Officer will create a structured and detailed **content calendar** to ensure that all content is properly organized. In the process of content creation, the CCO will also compile a specific task list outlining what needs to be done by the team so that each team member knows their responsibilities. This is aimed at keeping the team's work organized and structured. With a clear content calendar in place, the Svstain team will have a more transparent view of what needs to be done and when, making it easier for



them to follow the established schedule. Furthermore, this approach helps each team member focus on their specific tasks and ensures that all content produced aligns with the defined goals. Ultimately, this level of organization will enhance the team's efficiency and ensure that the promotional strategy achieves its intended objectives more effectively.

After creating the content calendar, the Chief Creative Officer (CCO) will move on to preparing a comprehensive briefing for the content that is set to be produced. This briefing is an essential step in ensuring that every aspect of the content creation process is well-defined and clear to everyone involved. If the content requires collaboration from other team members, such as photographers, models, or stylists, the CCO will share the briefing with the entire team by sending it through a group communication channel.

#### **BRIEFING PHOTOSHOOT BATCH 3**

Day/date : Sunday, August 8 2024  
Time : 14.00 - 17.00  
Place : MonoSpace, Ruko Faraday, Gading Serpong

##### **1. Product Catalogue , contoh:**

Ps: foto bajunya aja tanpa orang, contohnya dibawah ini: (buat shopee tokped juga)

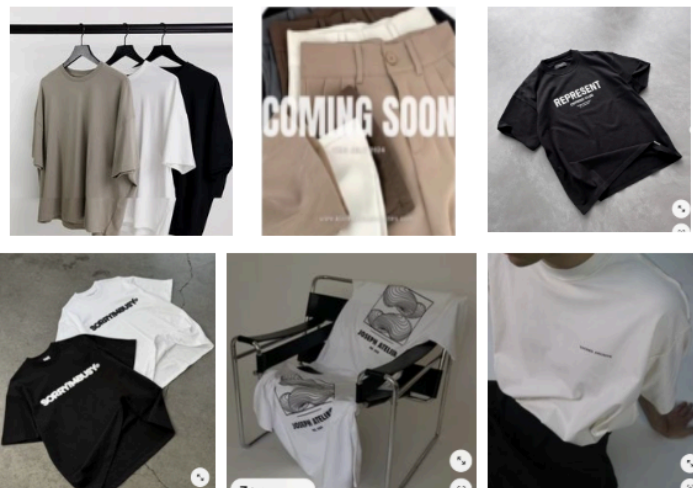


Figure 5.20 the Screenshot of Photoshoot Briefing Document

As shown in Figure 5.20, the CCO prepares a detailed photoshoot briefing, which includes crucial information such as the concept and purpose of the content to be produced, the location where the shoot will take place, the models who will

be featured, the outfits they will wear, and any other relevant details related to the shoot. The briefing also outlines the timeline and schedule, including arrival times, shoot duration, and any logistical considerations.

In addition to preparing for the planned shoot, the CCO will also anticipate potential issues that could disrupt the process and will create a Plan B. For example, if the planned photoshoot is outdoors and the weather turns unfavorable, such as rain, the CCO will have a backup indoor location prepared. If the location is too far or difficult for the team to reach in time, alternative solutions will be considered. Furthermore, in case a model or team member becomes ill or unavailable, the CCO will arrange for substitutes or adjust the schedule as needed. By preparing for these potential challenges, the CCO ensures that the team is ready to handle any unforeseen circumstances. This proactive approach allows the team to continue the content creation process without delays, keeping the production timeline on track and maintaining the quality and consistency of the brand's messaging.

To ensure that the content creation process aligns with Svstain's overall marketing strategy, the Chief Creative Officer's planning and preparation directly contribute to the execution of a well-rounded promotional campaign. By organizing all aspects of the content production and addressing potential challenges, the team is set up for success in delivering consistent and effective messaging. With this solid foundation in place, Svstain can now focus on implementing the **promotional mix**, which includes Integrated Marketing Communication (IMC), advertising, direct selling, sales promotion, and word-of-mouth marketing (WOMM).

### a. Integrated Marketing Communication (IMC)

Integrated Marketing Communication (IMC) is a strategic approach in marketing that aims to integrate various communication channels to deliver a consistent message to the audience. IMC combines marketing communication elements, such as advertising, sales promotions, public relations, direct marketing, and digital media, to work synergistically. This approach creates a cohesive brand experience, improves communication effectiveness, and strengthens the company's and customers' relationship. Integrated Marketing Communication includes several examples, such as:

- **Brand Awareness**

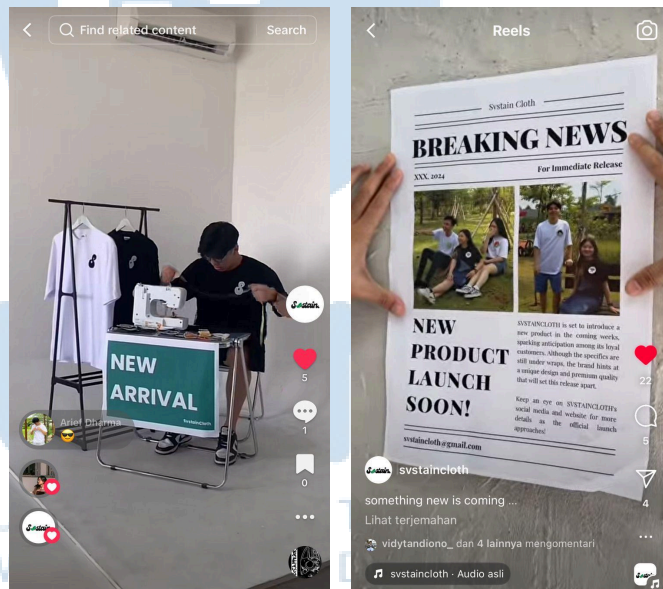


Figure 5.21 Collection of reel content regarding brand awareness

Source: Svstain Instagram, 2024

To increase brand awareness, Svstain uploads reels and short videos that showcase the unique features of its products, such as velcro and interchangeable patches. The content theme revolves around Svstain members wearing Svstain apparel, with the collaboration feature used to allow the content to be reposted by

Svstain's Instagram account. Additionally, Svstain consistently uses hashtags like #SustaintheWorldWithUs to help strengthen its brand presence and engagement.

- **Education**



Figure 5.22 Screenshot of Svstain Patch Usage Content

Source: (Svstain Instagram, 2024)

Svstain enhances its educational efforts by creating video tutorials demonstrating how to use its products. These videos serve as helpful guides for customers, showcasing how to utilize Velcro and interchangeable patches properly and providing tips on how to style Svstain apparel. By offering these instructional videos, Svstain educates its audience about product functionality and fosters a deeper connection with customers, helping them get the most out of their purchases while reinforcing the brand's commitment to sustainability and innovation.

- **Storytelling**

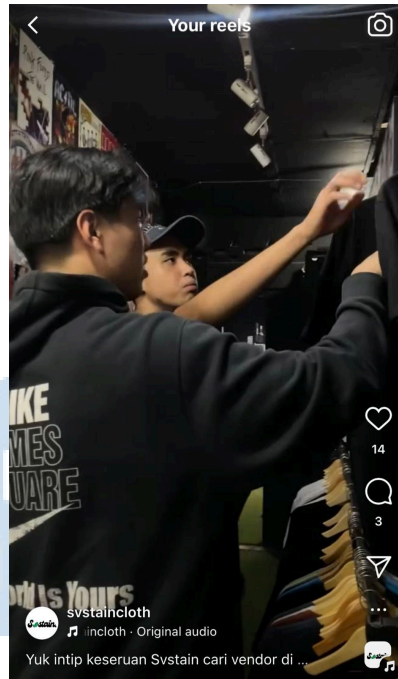


Figure 5.23 Storytelling Content on Instagram

Source : Svstain Instagram, 2024

Storytelling is a strategy for Svstain to connect emotionally with its audience by showcasing its sustainable practices and ethical values. Based on Figure 5.23 Svstain posted an engaging storytelling content video about searching vendor in Bandung, West Java. The vlog, which documents an entire day visiting various vendors, offers insights into the production selection process and Svstain's dedication to partnering with reliable and ethical suppliers. This approach fosters trust and positions the brand as a purpose-driven entity that aligns with the values of environmentally conscious consumers, turning them into advocates for its mission.

## b. Advertising

Individuals, companies, or organizations use advertising to convey messages to a large audience to influence or persuade them to take specific actions, such as purchasing a product or using a service. Svstain uses this form of communication on social media, particularly Instagram and TikTok. The ads must be informative and engaging, accompanied by visuals or sounds to attract attention and generate interest, thus encouraging the audience to take the desired action. Advertising can be carried out through several promotional methods, such as organic promotions on social media and collaborations with influencers. Examples of organic promotion and influencer marketing are as follows:

- **Organic promotion on social media**



Figure 5.24 Screenshot of carousel content

Source: Svstain Instagram, 2024

Organic promotion on social media plays a crucial role in engaging with the audience without relying on paid ads. One effective approach is utilizing the Instagram carousel format to showcase different styles and outfit inspirations daily. By featuring a variety of Svstain t-shirts paired with different patches, we can create

fresh, dynamic content highlighting how versatile our products are. This daily update allows followers to explore multiple combinations, helping them visualize how the items can fit into their wardrobe.



Figure 5.25 Screenshot of Outfit Transformation Content

Source: Svstain Instagram, 2024

Styling videos featuring Svstain products before and after wearing them can be a powerful tool for organic promotion. As shown in Figure 5.24 above, these videos showcase how an outfit transforms from simple to stylish with the addition of Svstain's velcro patches. These videos highlight the product's versatility and inspire followers to experiment with their wardrobe by demonstrating how easy it is to personalize and elevate a basic look.

- **Influencer Marketing**

Influencer Marketing is a crucial strategy where Svstain partners with influencers to create engaging and creative content that resonates with their followers. By collaborating with influencers who align with Svstain's values and aesthetic, we can leverage



their established audiences to reach a broader, more targeted group. These influencers not only showcase our products in a natural and relatable way but also help to build trust and credibility with potential customers. The content created through these collaborations can range from styled photos and videos to unboxing experiences, product reviews, and styling tips, all aimed at highlighting the versatility and uniqueness of Svstain products.

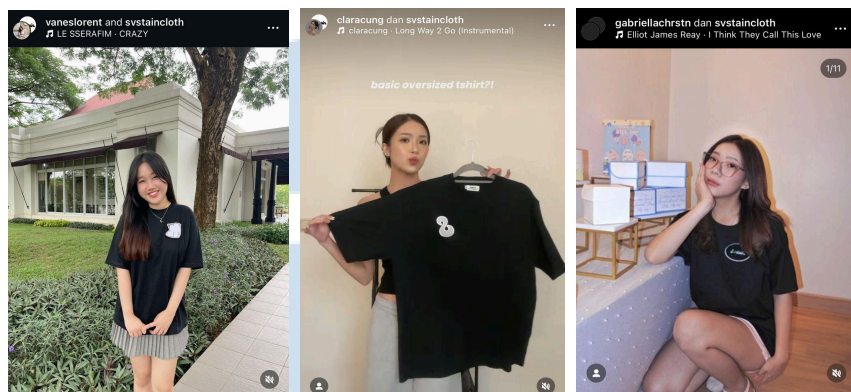


Figure 5.26 Collection of screenshots of content with influencers

Source: Svstain Instagram, 2024

### c. Direct Selling

Direct selling is a marketing method where the seller sells products or services directly to consumers without intermediaries like stores or retailers. This is usually done personally, either face-to-face, over the phone, or online. In direct selling, the seller often builds a personal relationship with the customer and provides explanations or product demonstrations. This model is commonly used by companies offering beauty, health, or household products, where customers can get more detailed information about the product before deciding to purchase. Examples of direct selling include:



- **We are selling directly to close contacts such as relatives or friends**

Selling directly to close contacts, such as relatives or friends, offers Svstain a hands-on experience with the products. This personal approach helps build trust, as recommendations come from familiar sources, encouraging potential customers to try the items. It also provides valuable feedback and fosters word-of-mouth referrals, expanding Svstain's reach through personal connections.



Figure 5.27 Direct selling photo

- **Join a bazaar**

Joining a bazaar focuses on offline events relevant to Svstain's products, allowing direct customer interaction. This method provides an opportunity to offer special deals, such as discounts, and showcase the products in person. It helps boost brand visibility, foster customer relationships, and encourage immediate purchases.



Figure 5.28 Photo from the KMI Expo XV

Source: Svstain Instagram, 2024

#### d. Sales Promotion

Sales promotion refers to marketing activities to boost sales in the short term. These activities usually involve special offers or discounts to encourage consumers to buy products or services. Sales promotions aim to prompt consumers to make immediate purchases, increase sales volume, or attract new customers. Sales promotions can take many forms, such as price discounts, direct gifts, coupons, or product bundling. Examples of sales promotions include:

- **Limited promotions**

Limited Promotions, such as Svstain's 11.11 promotion, offer exclusive discounts for a limited time to drive sales and create a sense of urgency. For example, on November 11, Svstain held an 11.11 promotion, offering an 11% discount on all products purchased through our e-commerce platform. These special offers attract new customers and incentivize repeat purchases from existing ones. Limited-time promotions are an effective way to increase brand visibility, boost engagement, and encourage customers to take action quickly before the promotion ends.

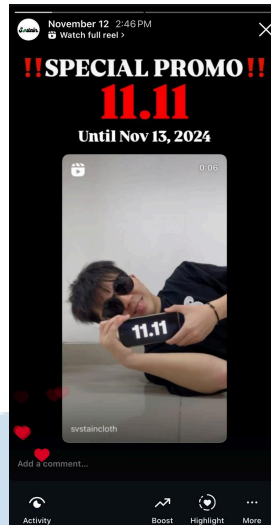


Figure 5.29 Instagram story about promotion content

Source: Svstain Instagram, 2024

- **Promotion in bazaar**

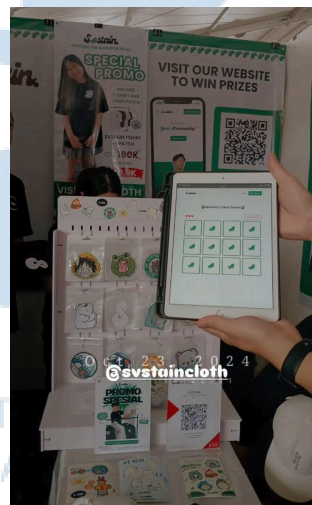


Figure 5.30 Photo at KMI Expo XV

At the KMI Expo XV 2024 in Kendari, Svstain offered a special bundling promo, where customers could purchase one t-shirt and patch for only Rp 150,000. This promotion at the bazaar allowed Svstain to attract more customers by offering great value

showcasing the versatility of our products while creating excitement at the event.

**e. Word-of-Mouth Marketing (WOMM)**

Word-of-mouth marketing is a strategy where consumers or people talk about a product directly or via social media. In this case, information or recommendations about a product are passed from one person to another, often considered more trustworthy because of personal experience. This type of marketing is highly effective because it relies more on trust between individuals and can reach a broader audience through natural conversations. WOMM can happen spontaneously, but many companies encourage consumers to share their experiences to expand the promotion's reach. For instance, Svstain encourages existing customers to recommend the product to potential customers. Additionally, Svstain gives out free patches to customers who help sell products to new potential customers.



## CHAPTER VI

### MANAGEMENT TEAM AND COMPANY

#### 6.1 Management Team

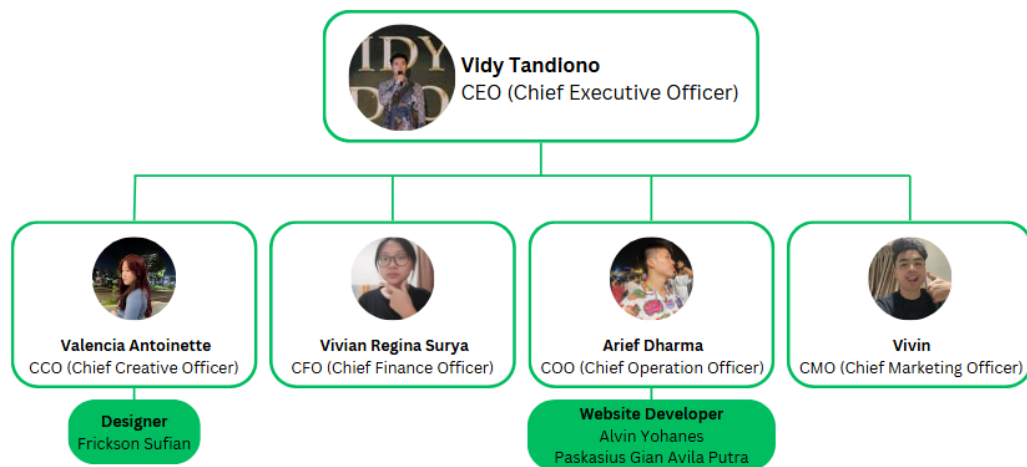


Figure 6.1 Svstain Management Structure

Source: (Svstain, 2023)

At its inception, the structure of Svstain, a startup company, consisted of the core team, which included the five founders of Svstain. Vidy Tandiono is the Chief Executive Officer, Arief Dharma is the Chief Operating Officer, Valencia Antoinette is the Chief Creative Officer, Vivian Regina Surya is the Chief Financial Officer, and Vivin is the Chief Marketing Officer.

Vidy Tandiono, as the CEO of Svstain, possesses several skills, particularly in leadership, decision-making, and networking. Since middle school, Vidy has been involved in small businesses and sales, which made him realize the importance of having a team in the industry. During his third semester at Universitas Multimedia Nusantara, Vidy served as the Vice Chairperson of the Student Association for the 2022/2023 period, providing him with an opportunity

to develop his leadership skills and apply various SDG values from the programs under the UMN Student Association. In Svstain, Vidy is responsible for decision-making, leading, providing motivation, and ensuring that the progress of Svstain aligns with the goals, business strategies, and vision, leading to the accomplishment of Svstain's mission.

As the COO of Svstain, Arief Dharma possesses skills relevant to operations, such as expertise in research and organization, effective communication, and a broad network. Arief has experience in the fashion industry, having previously started his own fashion business and being responsible for collaborating with clothing manufacturers to produce t-shirts for a community. Arief has also served as a leader in a business networking group with over 50 members. As the COO of Svstain, Arief supervises the Research and Development processes and product production. He is also responsible for sourcing, ensuring, and guaranteeing suppliers who collaborate with Svstain meet Svstain's standards. Arief works closely with the CEO to ensure that tasks and timelines set by the team are followed and completed within the agreed deadlines.

As the CCO of Svstain, Valencia Antoinette has skills in creating engaging social media content and product design. In 2023, Valencia, a student at Universitas Multimedia Nusantara, served as the coordinator of Finance and Entrepreneurship (FnE) for the Starlight 2023 organization, with 170 members. Valencia's role as coordinator involved leading fundraising efforts to meet the financial targets set by the organization. Her fundraising efforts included collaboration with other divisions, creating TikTok content, organizing a bazaar at UMN Campus, and more. As the Chief Creative Officer of Svstain, Valencia is responsible for creating product designs and managing social media content for Svstain.

Vivian Regina Surya, as the CFO of Svstain, has skills related to accounting, including creating financial reports, financial projections for the business, and budgeting. Vivian is proficient in Microsoft Excel. As a student of

Management at Universitas Multimedia Nusantara, Vivian has frequently contributed to the financial sections of business plans for both group and individual projects. During her studies, Vivian was part of the Fresh Money division, serving as a member of the Fresh Money team for the Alive 7.0 and Starlight 2023 events and as the Fresh Money division coordinator for the Student Association Awards 2023. Vivian's work in Fresh Money involved fundraising through sales or organizing bazaars and managing the financial records for committee members, including cash and fines. As the Chief Financial Officer of Svstain, Vivian is responsible for managing Svstain's finances. She oversees the creation of budgets, financial reports, and financial management to ensure the company's financial balance.

Vivin, as the Chief Marketing Officer, has various skills that are valuable for his roles, such as public speaking, negotiation, and networking. Vivin is a student at Universitas Multimedia Nusantara and a member of the Student Association 2022/2023. As the supervisor of the UMN Festival, an annual event under the Student Association, Vivin successfully collaborated with approximately 30 external brands, supported by her strong networking connections and negotiation skills, with a total value of IDR 450,000,000. As the Chief Marketing Officer, Vivin oversees all marketing processes, brand awareness, and communication to increase the recognition of Svstain and its products in the broader community. Vivin also handles partnerships with other brands or influencers.

## **6.2 Company Goals and Objectives**

### **6.2.1 Svstain's Company Goals**

#### **a. Realizing a Sustainable Business**

Svstain aims to become a sustainable fashion company by producing clothing and accessories that meet consumers' needs for stylish fashion and consider the environmental impact. Through the innovative use of velcro technology and detachable patches, Svstain seeks to provide an

alternative product that allows consumers to express themselves while adopting a sustainable lifestyle.

**b. Providing Customization Options for Consumers**

Svstain is committed to offering a unique customization experience for its customers. By providing a variety of interchangeable patch designs, Svstain aims to fulfill the needs of consumers who want to create looks that match their personality and style. In doing so, Svstain seeks to position itself as a pioneer in fashion innovation, enabling limitless personalization.

**c. Creating a Business Learning Platform (Internal)**

In addition to generating profit, Svstain is ambitious about becoming a platform for team members to learn and develop business skills. The company aims to create an environment that fosters collaboration and exchanging ideas so that every member can gain valuable experience in the dynamic business world.

**6.2.2 Svstain's Company Objectives**

**a. Raising Awareness about Customization in Fashion**

Svstain aims to raise consumer awareness about the importance of customization in fashion and how customizable products can reflect their personality and lifestyle.

**b. Building Strong Relationships with Customers**

The company seeks to build long-term customer relationships through effective communication and active engagement so customers feel connected to and loyal to the brand.

**c. Expanding Market Reach**

Svstain is committed to expanding its market reach by entering various distribution channels, both online and offline, and targeting diverse market segments interested in customizable and sustainable fashion.