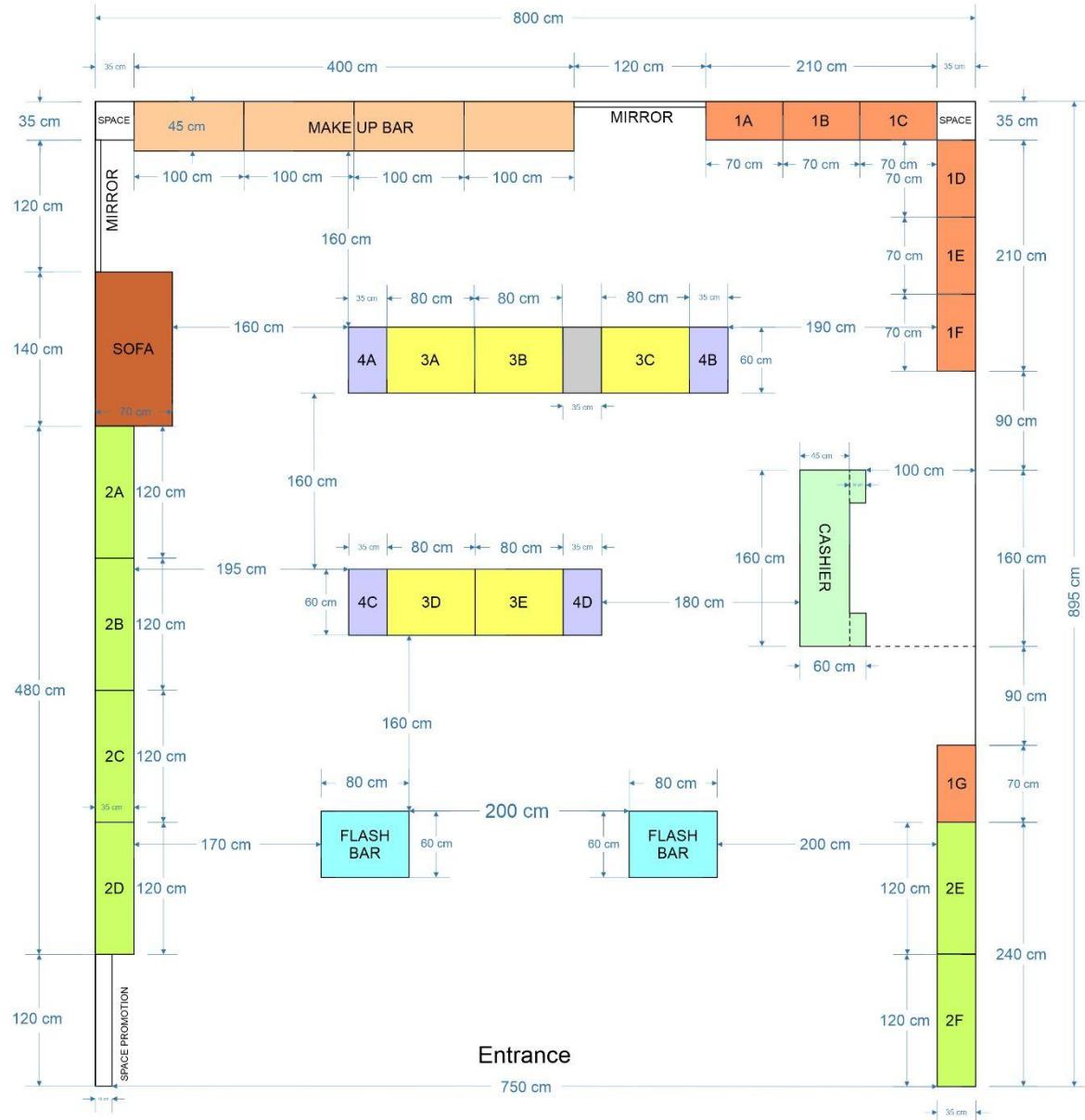


## OUTLET FEASIBILITY STUDY

- 1. Location** : Cibubur  
**2. Building Type** : In-side Mall (Floor 1st) second floor  
**3. Address** : Jl. Raya Alternatif Cibubur Cileungsi Km. 4, Cibubur, Jawa Barat  
**4. Owner** : Dzikra Dea  
**5. Contact Person** : Ms. Glow  
    Phone : (+62) 814-4063-901  
    Email : glowbeauty@gmail.com  
**6. Agreement** : Rental for 5 years  
    Annual Fee : Rp 360,000,000 (tax included)  
    Total Fee : Rp 1,800,000,000 (tax included)  
**7. Building Layout** :

# Layout Store



Layout Description

RACK 1A	RACK 2A	
Eye Cream	Concealer	
Face Oil	Foundation	
RACK 1B	RACK 2B	
Exfoliating Essence	Loose Powder	Two-way Cake
Hydrating Essence	Compact Powder	Translucent Powder
RACK 1C	RACK 2C	
Face Sunscreen	Mineral Powder	Finishing Powder
Body Sunscreen	Liquid Powder	
RACK 1D	RACK 2D	
Toner	Hydrating Face Serum	Repairing Serum
Moisturizer	Exfoliating Face Serum	
RACK 1E	RACK 2E	
Eyes Mask	Eyebrow Pencil	
Feet Mask	Eyeliner	
RACK 1F	RACK 2F	
BB Cream	Mascara	
Face Mask	Highlighter	
RACK 1G		
Eau de Parfum	Eau de Toilette	
Eau de Cologne		

<b>RACK 3A</b>		<b>RACK 4A</b>	
Spray Deodorant	Stick Deodorant	Wet Tissue	Cutton
Hair Fragrance		Facial Tissue	Mascara wands
<b>RACK 3B</b>		<b>RACK 4B</b>	
Face and Body Scrub Organic	Dry Shampoo	Hairloss Shampoo	
Face and Body Scrub Non Organic		Anti-Dandruff Shampoo	
<b>RACK 3C</b>		<b>RACK 4C</b>	
Face and Body Wash Oily Skin	Face and Body Scrub Wash Normal Skin	Brushes	False Eyelashes
Face and Body Wash Combination Skin		Sponge	Beauty Blender
<b>RACK 3D</b>		<b>RACK 4D</b>	
Lipmatte	Liptattoo	Anti-Aging Serum	Skin Brightening Serum
Liptint		Acne Fighting Serum	
<b>RACK 3E</b>			
Blush On			
Eye Shadow			

## 8. Building & Facility :

No	Building Facilities	Building Description	
		Type of materials	Condition
1	Building Condition a. Eksterior (Facade) 1. Glass Window b. Interior 1. Wall 2. Plafond 3. Floor	1. New pair 1. Repainted 2. Repainted 3. New pair	1. Wallpaper background 3. Wooden Floor
2.	Dimension a. Building demension (P x L) b. Sqm building	8,95 m x 8 m 71,6 m	
3.	Floor level a. Floor Name b. Actual floor	a. Floor 1st b. Second floor	
4.	Building equipment 1) Door a.Glass door/ window display b.Folding gate/ steel door 2) Lavatory (Yes/No) 3) Stock Room (Yes/No)	Door a. Rolling door b. Folding gate No No	Outside store, in mall still same floor Put stock on a rack cabinet
5.	Building level (street to ground floor)	-	
6.	Utilities a. Electricity b. Water	a. 15.000 watt b. PAM	
7.	Building certificate	OK	
8.	Accessibility a. Customer (Car & Motorcycles) b. Delivery (Truck / Container)	Area Mall Mall Loading dock	

## 9. Neighborhood :

No	Environmental	Condition / Description
1.	Demografi a. Age b. Salary / Lifestyle	>15 y.o Medium - High Class
2.	Neighborhood / Land Use a. Right b. Left c. In front of	Commercial a. Baby's wear b. Berrybenka c. Balconi (beside the right about 10 meters near the escalator)
3.	Escalator	Yes, stairs down and up
4.	Main Road a. Direction b. Street border / median c. U Turn	2 ways No Yes (Near)
5.	Competitors a. Department store	Different floor
6.	Environment a. Nightlife / Activity hours b. Housing c. School / University d. Courses e. Hotel f. Others	Yes (Live music) Yes (Ciputra Residents, Raffles Hills Cibubur, Kota Wisata, Legenda Wisata) Yes (Global Mandiri, Penabur, Al-Azhar) Yes (Further Education) Yes (Hotel Ciputra) Yes Elevators

## 10. Mapping



Picture by : Makemytrip



Picture by : MalCiputraCibubur

## 11. Logo



The meaning of navy blue and gold is because blue is a color that brings trust and professionalism. The color gold can be interpreted as victory and prosperity, then also the golden color of splendor that matches the cosmetic store that can fulfill the luxury with a combination of navy blue and gold.

The meaning of the gold element which is in the form of a circle in the middle is symbolizing a mirror filled with glow beauty writing meaning mirroring in a glow and beauty way. Hope the store can always channel its glow and beauty with splendor and prosperity as well as professionalism.

## 12. Uniform Design

### DESIGN STAFF UNIFORM



FRONT LOOK

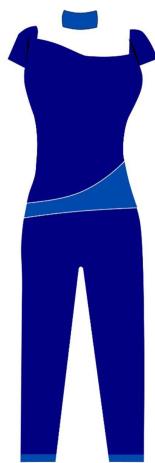


BACK LOOK

### DESIGN STAFF UNIFORM



FRONT LOOK



BACK LOOK

# DESIGN STAFF UNIFORM



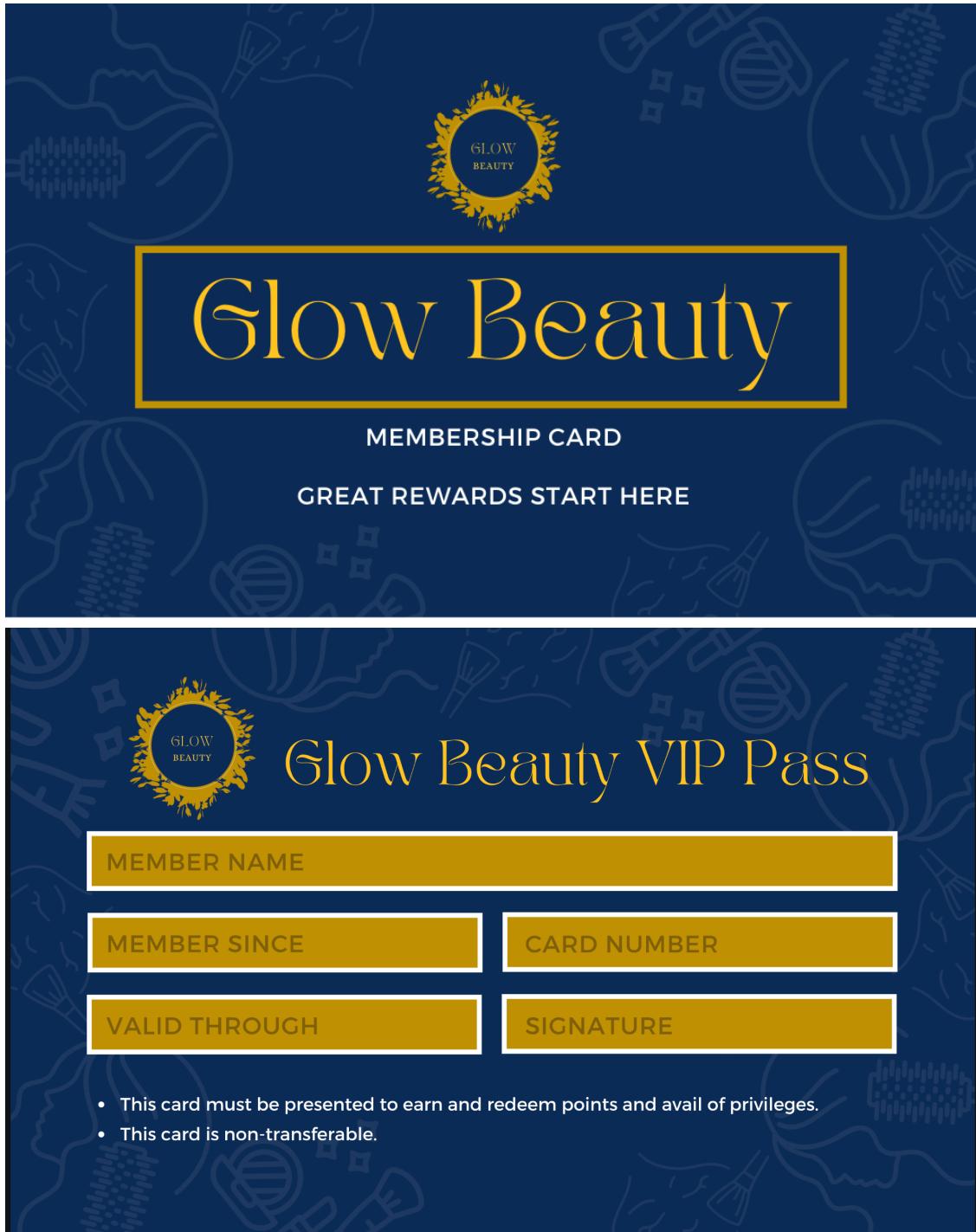
FRONT LOOK



BACK LOOK



### 13. Membership Card Design



14. Paper Bag Design

