



munka.co

a business plan

about munka

munka.co is a fashion-based company. We provide eco-friendly, and timeless fashion items for every woman with a diverse personality and body shape.



Imperfect is perfection

Being imperfect is just being a human

Human beings, especially women, are so unique. We can't compare to one and another. We are beautiful. And so is nature. Munka bring the value of both things.

We know that it's really hard to embrace our beauty without bring cruelty to mother earth; cosmetics industry, garment industry, etc.

You can start to change that from the small things. It's not perfect, but imagine if everyone on earth is doing it imperfectly...



Every thousand steps begin in one step

It's all begin from the owner who applies environment-conscious lifestyle, that also desire to have an access to high quality, environmental friendly, and affordable wardrobe pieces. She decided to create Munka.

Currently, there are many other local products that create environmental friendly products. But we are more than that.

Vision

To become a environmental and costumer friendly clothing company.

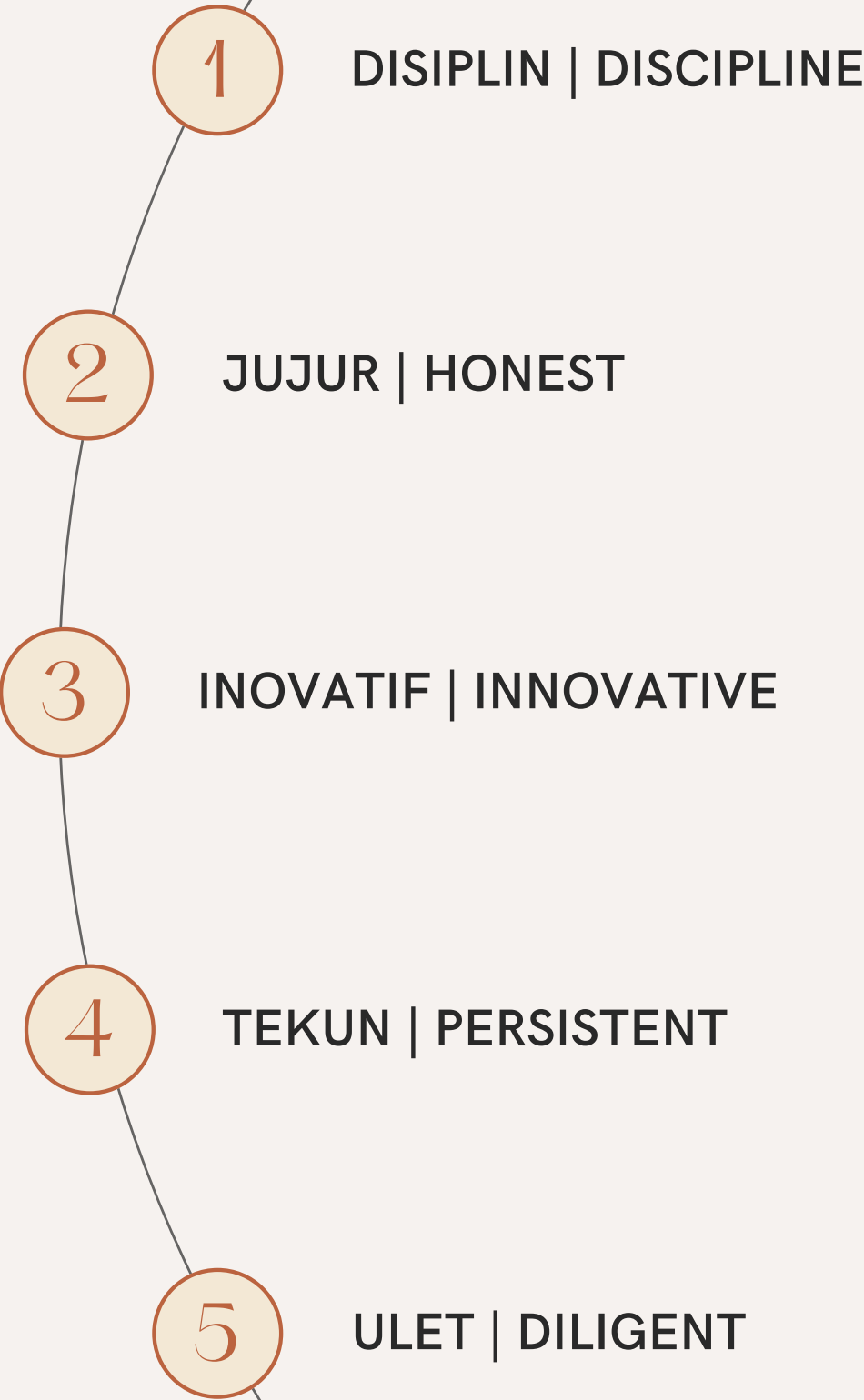
Mission

Doing methods that do not pollute the environment through small things.

DJITU VALUES

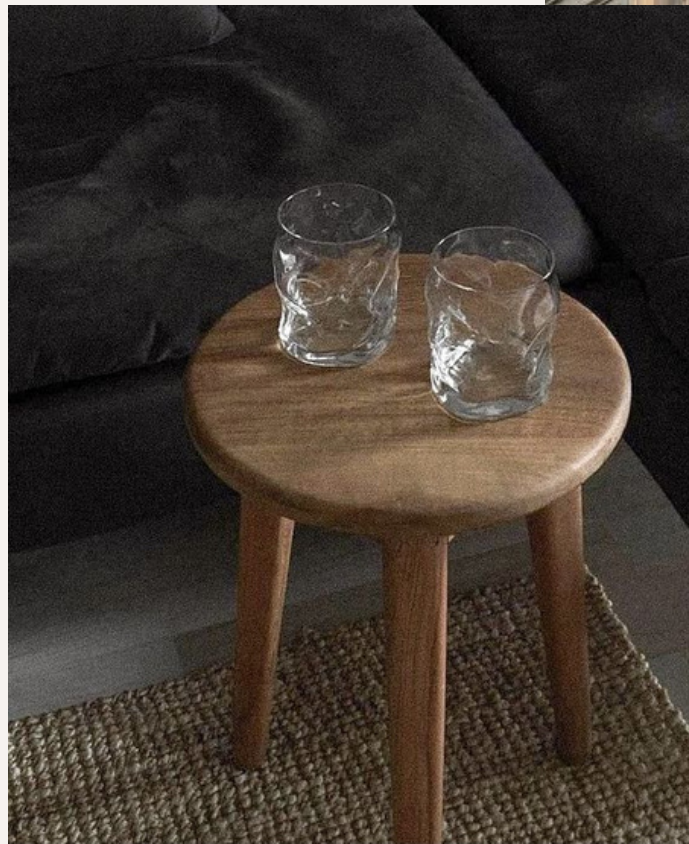
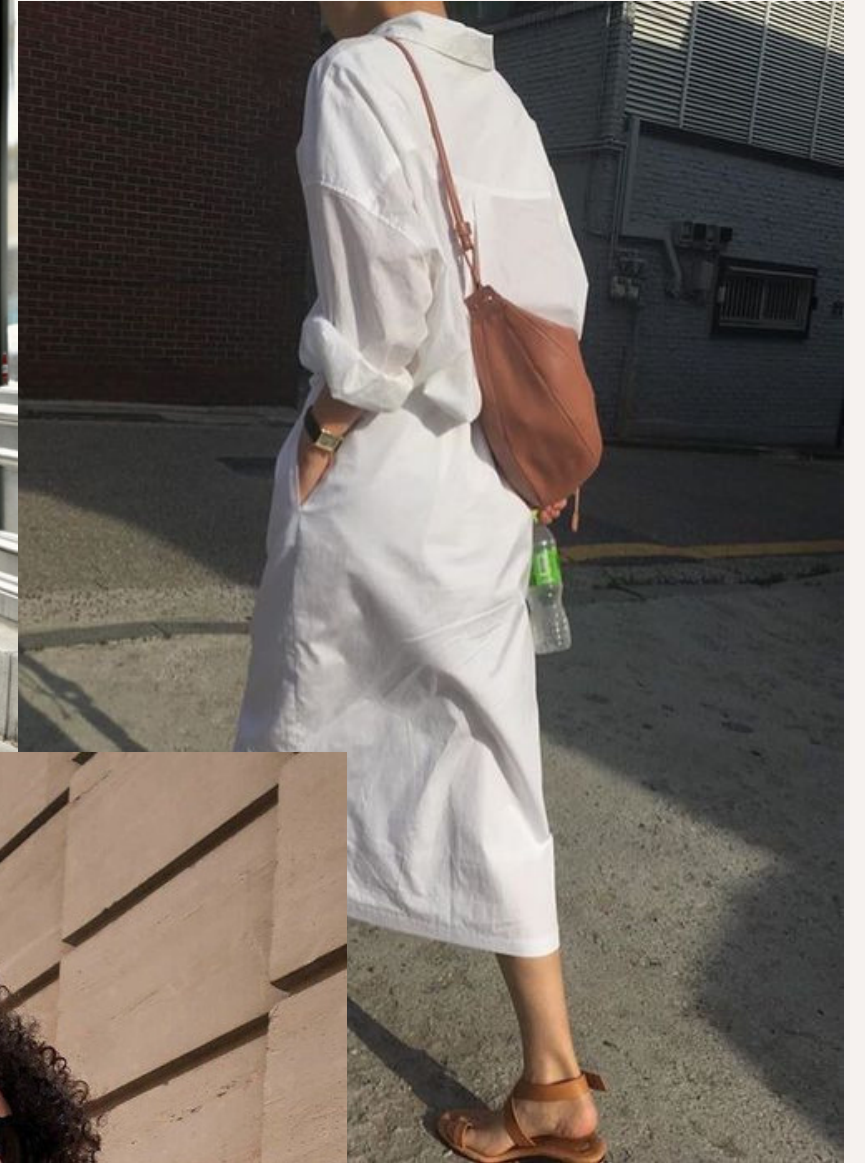
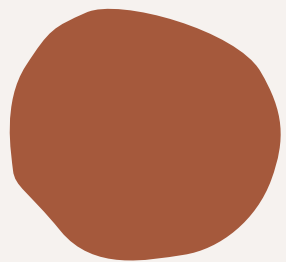
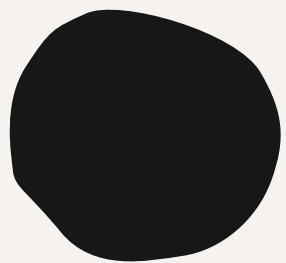
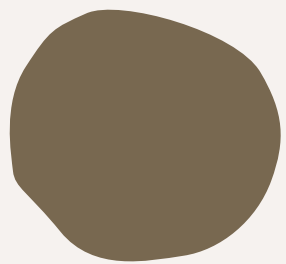
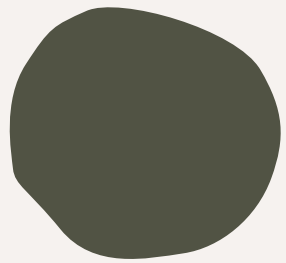
Munka's Philosophy

My commitment to you



Moodboard

Target Market and Competition



Marketing and Sales Planning

SWOT Analysis

Strengths

munka create products that environmental friendly, where climate change issues have been talked about a lot in these few years.

Opportunities

the spread of knowledge of climate change issues and what people can do to reduce it. This occurred from social media, news, and activists.

Weaknesses

munka products are long-lasting and have timeless design. So the purchase rate will not be high if we don't keep releasing new products or engage with new customers

Threats

- plagiarism
- designs theft

Initiation Design



Initiation Design

100% recyclable material

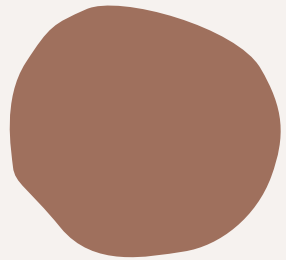
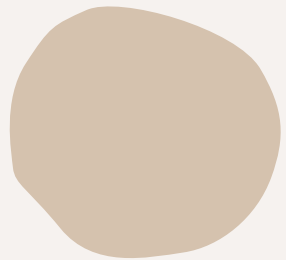
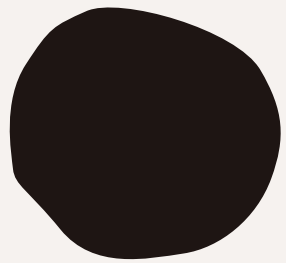
timeless design

versatile

come in many size



Packaging



1. The package must be plastic-free
2. Made out of sustainable material
3. Reusable and repurposable
4. Make consumers feel they bought a gift for themselves; the package must feel special and exclusive

Financial Planning

PRODUCTION COST	QUANTITY	COST	COST FOR EACH PIECE
FABRIC	10 meters	IDR 1.000.000	IDR 100.000
BUTTONS	500 pieces	IDR 500.000	IDR 5.000
BRAND BACK TAG	500 x 100 pieces	IDR 500.000	IDR 500
TAILOR	20.000 x 100 pieces	IDR 2.000.000	IDR 20.000
TOTAL		IDR 4.000.000	IDR 125.500

Financial Planning

PACKAGING COST	QUANTITY	COST	COST FOR EACH PIECE
BOX	200 x 100 pieces	IDR 20.000	IDR 200
WRAPPING PAPER	100 x 100 pieces	IDR 10.000	IDR 100
BRAND STAMP	1 pcs	IDR 100.000	
BRAND TAG	1000 x 100 piecs	IDR 100.000	IDR 1.000
TOTAL		IDR 230.000	IDR 1.300

Financial Planning

SHIPPING COST

QUANTITY

COST

COST FOR EACH
PIECE

PLASTIC BAG

1000 x 100 pieces

IDR 100.000

IDR 1.000

PRINTER

1 pcs

IDR 700.000

EXPEDITION COST

5.000/item

IDR 500.000

IDR 1.000

BRAND TAG

1000 x 100 pieces

IDR 100.000

IDR 1.000

TOTAL

IDR 950.000

IDR 3.000

Financial Planning

COST

PRODUCTION

IDR 4.000.000

PACKAGING

IDR 230.000

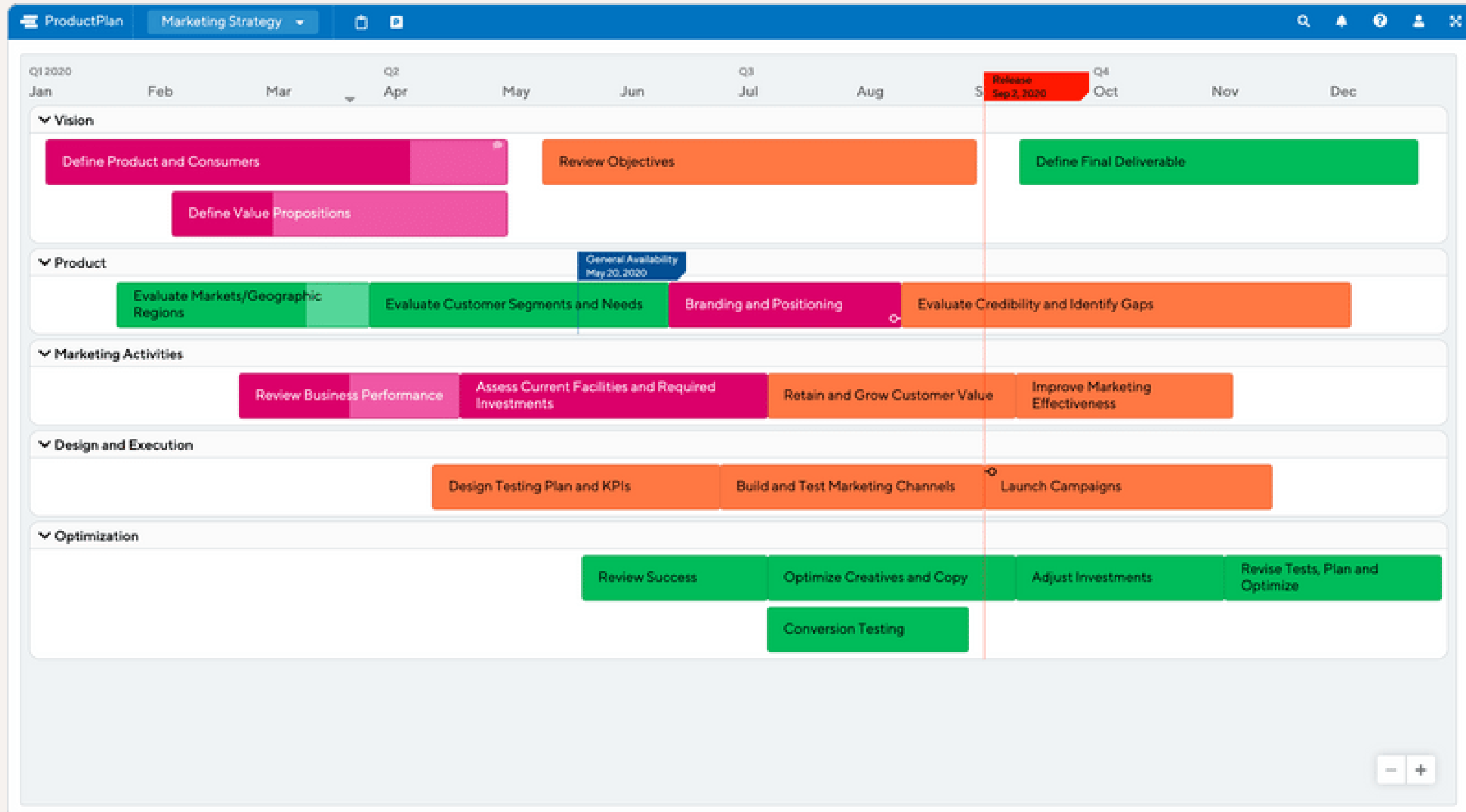
SHIPPING

IDR 950.000

FUND TOTAL

IDR 5.180.000

Marketing Timeline



Contact us

We're ready to answer your questions.

Instagram

@munka.co

Email

hellomunka@gmail.com





Thank you for join us
today!