

NARRATION ABOUT PT HAKO HOODIE

In 2019, my friends and I went to Pasar Senen. Our goal of going there is to find a hoodie that has a unique and authentic design.

After walking here and there, we only found leather jackets, bombers, sweaters, parachute jackets and others. There is very difficult to find a shop that only sells hoodies. Once there, it's just a plain hoodie and the shop is mixed with various other types of jackets.

Then, I thought why there is no store that only sells hoodies with unique and authentic designs and various types of materials for hoodies. I started looking for types of materials for hoodies on the internet, after doing some research I started buying plain hoodies with different types of materials. I try to wear all day to find the type of quality material.

With minimal capital, I tried to open a shop with the brand name Hako Hoodie. Initially, I was selling at home on Jl. AMD Babakan Pocis No. 88, Bakti Jaya, Setu, South Tangerang. In addition to selling at home, I also sell them in online marketplaces and social media stores. Then, I also created a business email account with email: hakohoodie1@gmail.com and have a website that makes my shop feel more professional with url: <https://hako-hoodie.github.io/>.

I have a strong and supportive vision and mission. Its vision is to provide the best quality and price by prioritizing consumers to become the best hoodie fashion company at home and abroad. And has a constructive mission, namely:

- Recruiting employees who have the ability to compete locally and internationally.
- Produce with quality basic materials.
- Provide the best service by prioritizing consumers.
- Presents an authentic and unique design.

In addition, I have a tagline that represents my shop, namely: Find Your Hoodie Here. The goal is to make it clear what product I'm selling.

In the first month, sales only generated a turnover of 2 million rupiah, which is quite a bit considering the price of one hoodie is quite expensive for capital. I didn't just give up, I started exploring the digital world, where I opened a shop on the marketplace and social media platforms.

In the third month, many customers started ordering my hoodie until I ran out of hoodies. I went to the market to buy 10 dozen hoodies then screen printed the designs at the screen-printing shop without holidays. At that time, I got a decent turnover of 25 million rupiah.

In the seventh month, due to more and more customer requests, I started recruiting employees who had competitive skills so that the business could progress faster. In my opinion, looking for employees is looking for employees who work efficiently and are able to manage time. In addition, a good business is a business that has the best employees, not from a large number of employees.

The following year I started a PT with the name PT Hako Hoodie and already owns a shophouse. The shophouse is used as an office and sells hoodies. In order to save more sales, I collaborated with PT Warna Java Nusa which produces quality hoodies.

In order for my business to reach national and international levels, I would like to open branches in urban and rural areas. Therefore, we need funds to open the new branch. For details, we attach to our proposal. In the proposal, we have also attached our monthly income. And for the income that you will get if you lend capital to PT Hako Hoodie, we will give you 20% profit per month for 1 year.