Business Proposal - AninkaFashion Accelerate with Llama: Smart Fashion for Resellers

1. Problem

- Fashion resellers often face delays when buying products or confirming transactions because they rely on slow manual admin responses. Small business owners also struggle with COGS calculation and production efficiency, while customers experience high return rates due to sizing and style confusion. This creates inefficiency across the fashion ecosystem and reduces customer satisfaction.
- Customers are often confused about sizes and styles, resulting in high return rates.
- There is no integrated platform that supports both small producers and resellers.

Powered by Llama AI to deliver personalized shopping, smart size recommendations, and virtual try-on.

2. Solution

AninkaFashion: An AI-Powered One-Stop Fashion Ecosystem built as a Progressive Web App (PWA).

Key features:

- Digital production (automatic COGS, order tracking, material management).
- Integrated POS for offline and online sales.
- Llama AI Chatbot: personal stylist, product recommendations, virtual try-on, smart sizing.

3. Target Market

- B2C: Fashion-conscious consumers aged 18–40, digital natives.
- B2R (Business to Resellers): fashion resellers seeking efficient stock and sales management.

4. Unique Value

- First in Indonesia to integrate production, POS, e-commerce, and AI stylist in one platform.
- Focus on resellers (not boutiques).
- Built as a PWA: lightweight, fast, and no installation required.

5. Business Model

- Fashion product sales.
- Reseller program (exclusive stock access, margin benefits, promotions).
- Simple SaaS offering for resellers (production & POS access).

6. Roadmap

- 0–6 Months: MVP with POS, COGS, basic chatbot (FAQ).
- 6–12 Months: Virtual try-on, AI size recommendations, reseller system.
- 12–18 Months: AI-powered fashion trend analysis, data monetization.

7. Impact

We aim to empower resellers with faster access to products and transparent transactions, help small fashion owners achieve production efficiency through automated COGS and digitalized workflows, and enhance customer experience with AI-powered personalization, reducing return rates. This creates a more efficient and data-driven fashion supply chain

8. Team

- Owner: business management & production.
- Production: operations & order management.
- Tech Lead (Hacktiv8): AI & PWA development.
- Business Lead (Hacktiv8): business strategy & pitching.

9. Closing Statement

With Llama AI, AninkaFashion accelerates the digital transformation of Indonesia's fashion supply chain, empowering resellers and delivering a personalized shopping experience for customers.