

Laporan Kegiatan Pendampingan

Pendampingan Informasi Pasar Permintaan Buyer

Materi Kegiatan	Pendampingan Informasi Pasar Permintaan Buyer
Waktu Pelaksanaan	Selasa, 18 Juli 2023
Tempat Pelaksanaan	Online Via Zoom
Pukul	09.00 - 13.00
Narasumber	Cocos Trisada
Total Peserta	25 Tenant
Link Absensi	https://forms.gle/QVKRb6ZXL8ZxLZ7k8
Link Zoom	https://us06web.zoom.us/j/81460264329?pwd=T0xON2pVd0lXTVFSakkzbnFZamVXQT09
Rangkuman Kegiatan	Progress Peserta Di Kegiatan Ini Dalam Pelatihan Ini Adalah : • Dalam kegiatan ini Peserta Inkubasi diberikan Kesempatan untuk Penertrasi Pasar Lokal Nasional dan Ekspor melalui Info yang diberikan dalam bentuk Permintaan Jenis Produk dan Design yang dibutuhkan oleh Buyer. • Peserta mendapat informasi pasar berkaitan dengan design, komposisi material/bahan baku, jenis produk dan jumlah order, dan Buyer Lokal • Beberapa Buyer dalam kegiatan di atas baik Lokal ataupun Ekspor sudah memberikan konsep designnya dalam contoh gambar produk yang sudah dibuat, ukuran dan jumlah yang diminta. Peserta Pelatihan diharapkan bisa mengambil Peluang tersebut dan ini menjadi Tantangan Peserta dalam proses design yang sudah diberikan dalam Pelatihan dan Pendampingan Design serta Produksi akan terus dilakukan utk memperoleh Pasar ini.
List Pertanyaan	Ada beberapa Pertanyaan dari peserta berkaitan dengan Produk Fashion craft : 1. Produk yang diharapkan oleh Buyer apakah mudah untuk memperoleh bahan bakunya ?, karena sebagian besar materialnya adalah bahan baku alam dengan keunikan lokal ? • Sangat mudah, karena dari hasil Pasar yang diperoleh dari Pameran adalah Produk-produk

	yang memang sudah dibuat oleh Peserta Pelatihan dan bahan baku penunjangnya juga yang biasa didapatkan di beberapa daerah yang memang sudah rutin produksinya, dalam hal ini Narasumber menshare kontak person penjual material/bahan baku yang dibutuhkan. 2. Terhadap jenis produk yang sudah dishare dalam kegiatan ini, sesuai kriteria produk dari buyer, Apakah kita diberikan kesempatan untuk membuat produknya ? • Bisa, karena berkaitan Pasarnya sudah di info dengan Design Produk yang telah dishare dan ukurannya serta kuantitas dari beberapa Produknya. 3. Dalam mempersiapkan Produk dan design kebutuhan Buyer utk Kegiatan Pameran TEI 2023 nanti, berapa banyak produk yang bisa diikutsertakan ? • Maksimal 3 produk setiap peserta, dan itu harus ikut dalam kegiatan Kurasi nantinya, serta ada beberapa Persyaratan lainnya yang harus menjadi kewajiban peserta dalam Kegiatan Inkubasi ini.
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Materi

**PENDAMPINGAN
INFORMASI PASAR
PERMINTAAN BUYER**

18 Juli 2023

FASHION & CRAFT INKUBASI SMESCO 2023

**PEMAPARAN INFORMASI PASAR
PRODUK DAN TARGET
MARKET**

KEBUTUHAN PASAR LOKAL NASIONAL & PASAR EKSPOR

**PAMERAN & BUSSINES
MATCHING**

KTT ASEAN 2023 & ITPC
BUSSINES MATCHING

**JENIS PRODUK DAN
DESIGN**

KRITERIA PRODUK

DESIGN, MATERIAL,
KWANTITAS

JENIS PRODUK DAN DESIGNNYA

ada 4 jenis produk dan design, baik order yang sedang berjalan dan progress kehadiran buyer dalam Pameran TEI 2023 dan Bussines Matching Program di Oktober 2023

4 Jenis Produk yang diminta :

TAS, ALAS KAKI (SEPATU / SANDAL),
HOME DECOR / WALL DECOR,
FASHION & ACCESSORIES

Kapasitas Order yang diminta :

ORDER LOKAL : Order rutin berkelanjutan untuk memenuhi kebutuhan turisme dan persiapan lokal souvenir, jumlah kebutuhan disesuaikan dengan kondisi yang ada (Labuan Bajo & Bali), on progress Balikpapan/IKN Nusantara

EKSPOR : singapore on progress di Alas Kaki anak2 (250 pcs trial order / Juli-September), BELGIUM : Jute bag 200 pcs - sandal & embroidery motif, 500 pcs bags seagrass (3 models) rajut bahan serat nanas, GERMANY : 50 pcs tas pandan dan kulit kayu, 50 pcs sandal & sepatu lokal material (Eceng Gondok/Kulit Kayu

Spesifikasi Produk yang di order

LOKAL LABUAN BAJO & BALI : produk tas, alas kaki, home decor dan accessories adalah berbahan material alam & kekayaan lokal

EKSPOR SINGAPORE & BELGIA : produk sepatu anak berbahan dasar kanvas dengan motif embroidery hand, sepatu sandal material lokal natural (Kulit kayu pandan/ eceng gondok, tas etnik berbahan dasar tenun, jute seagrass kombinasi, accessories material natural & etnik design, Home decor / wall decor material natural (basket, glass sake bamboo, wood decoration, tablemat, nampun bambu), fashion up traditional material & simple design

**PAMERAN DAN BUSSINES
MATCHING**

KTT ASEAN 2023 - Mei 2023 @Labuan Bajo (Expo & Delegation Bussines Matching ASEAN - SMESHUB KemenBUMIN, Pengunjung lokal & Tourisme, G20 Bali

ITPC Bussines Matching by zoom (Singapore, Sao Paolo, Hamburg) item order produknya & item produk

BUYER INFORMATION

LOKAL BUYER, EKSPORTIR & IMPORTIR

Pemenuhan Kebutuhan lokal terhadap produk Fashion & Craft diberbagai daerah oleh CU, Pilasto & lokal buyer lainnya Pertamina Balikpapan, IKN Nusantara progress

LOKAL



Singapore & Malaysia Buyer

Singapore on progress di produk Fashion dan Home decor (FM wedding bridal gallery & Malaysia utk produk wedding gown dalam pesanan kebaya pengantin, sepatu sandal dan accessories (Legend Kuala Lumpur & Johor Bahru)

PAMERAN & BUSSINES MATCHING

Perluasan Pasar lokal & Ekspor melalui Pameran TEI 2023, Inacraft Okt 2023, Nanning China 2023 (On progress)

MIX MARKET

KOLABORASI pasar dan produksi antara peserta Inkubasi

KRITERIA PRODUK

DESIGN MATERIAL & KWANTITAS

DESIGN MATERIAL & KWANTITAS

KRITERIA PRODUK YANG BERKAITAN DENGAN DESIGN DAN MATERIALNYA.

DESIGN	MARKETING OBJECTIVE	MARKETING STRATEGIES	MARKETING TACTICS
	It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English.	It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English.	It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English.

BUISNESS GOALS

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It is a long established fact that a reader will be distracted by the readable content. It is a long established fact that a reader will be distracted by the readable content.

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CORPORATE OBJECTIVE

It is a long established fact that a reader will be distracted by the readable content.

CORPORATE OBJECTIVE

TARGET MARKET



PRODUCT

It is a long established fact that a reader will be distracted by the readable content.

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PLACE DISTRIBUTION

It is a long established fact that a reader will be distracted by the readable content.

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PRICE

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PROMOTION

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TARGET MARETING PROCESS

It is a long established fact that a reader will be distracted by the readable content.

DEMOGRAPHIC

It is a long established fact that a reader will be distracted by the readable content.

BEHAVIORAL

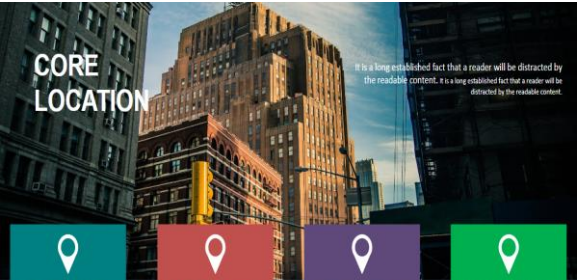
It is a long established fact that a reader will be distracted by the readable content.

PSYCHOGRAPHIC

It is a long established fact that a reader will be distracted by the readable content.

GEOGRAPHIC

It is a long established fact that a reader will be distracted by the readable content.



CORE LOCATION

It is a long established fact that a reader will be distracted by the readable content. It is a long established fact that a reader will be distracted by the readable content.

LOCATION_1

There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour, or randomised words.

LOCATION_2

There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour, or randomised words.

LOCATION_3

There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour, or randomised words.

LOCATION_4

There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour, or randomised words.



CORPORATE OBJECTIVE

It is a long established fact that a reader will be distracted by the readable content.

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THANK YOU