

# Dama Kara.

A decorative flourish consisting of a curved line with three fan-like shapes at the end, positioned above the period of the title.

**112,000 autism in  
Indonesia**

**“A sin of their parents”  
“A household quarrel factor”**

# Dama Kara.



**SHIFTING PARADIGM**

Resources:  
Priherdityo, 2016  
Wanei & Sudarnoto, 2005

Goals

10

**Reduce inequality within and among countries**

---

Global market value of \$759.5 billion in 2021, apparel, accessories, and footwear are the number one ecommerce sector in the world. By 2025, it's projected to grow to +\$1.002 trillion



Global women apparel market to grow at a  
**CAGR of 4.2% during 2021-2026**

Resources:

Common Thread Collective, 2021

Women Apparel Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2021-2026

One of the MSMEs in Surakarta that has been hardest hit by the decline in public demand since Covid-19 is the Batik industry. There are at least 99 Batik MSMEs located in Surakarta



**56%** experienced a **decline in sales**, **22%** were **constrained by the financing aspect**, **15%** regarding the **distribution of goods**, and **4%** had **difficulty in supplying raw materials**

Resources:

Data from the Surakarta City Cooperative and MSME Service  
Kompas, 2020





- Batik cap
- Authentic & original patterns
- Rayon & linen materials
- Lounge wear, one set, outer





# Dama Kara.

avpn  
SOUTHEAST ASIA  
SUMMIT 2021

- Batik cap
- Authentic & original patterns
- Rayon & linen materials
- Lounge wear, one set, outer



**Dama Kara.**



**Brand  
Idea**

The essence of your brand

**Brand/Product  
Persona**

The manifestation of the brand  
in human characteristics

**Emotional Benefits**

How does your product/service make the consumer feel?

**Functional Benefits**

Summarizes the tangible benefits to the consumer

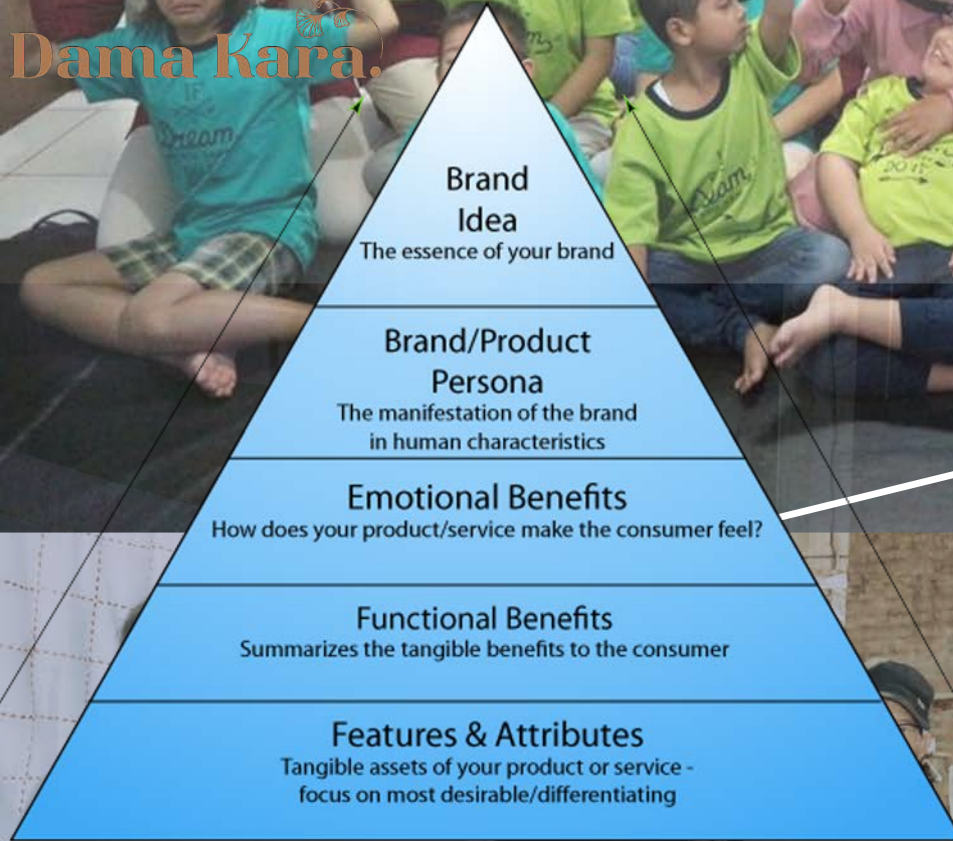
**Features & Attributes**

Tangible assets of your product or service -  
focus on most desirable/differentiating

- Comfortable
- Versatile
- Edgy Design
- Accessible to purchase  
(online & offline)
- Affordable

aypa

SOUTHEAST ASIA  
SUMMIT 2021



- Support drawing therapy for autism in Indonesia
- Social impact for batik craftsmen and people with autism





- Woman
- 25-40
- Married
- Graduated university
- 1. IDR 5,000,000-IDR 7,500,000
- 2. >Rp7,500,000
- Entrepreneurs, bankers, private workers, housewives : shopping, eating, traveling, social activities, social gathering, lives in big city

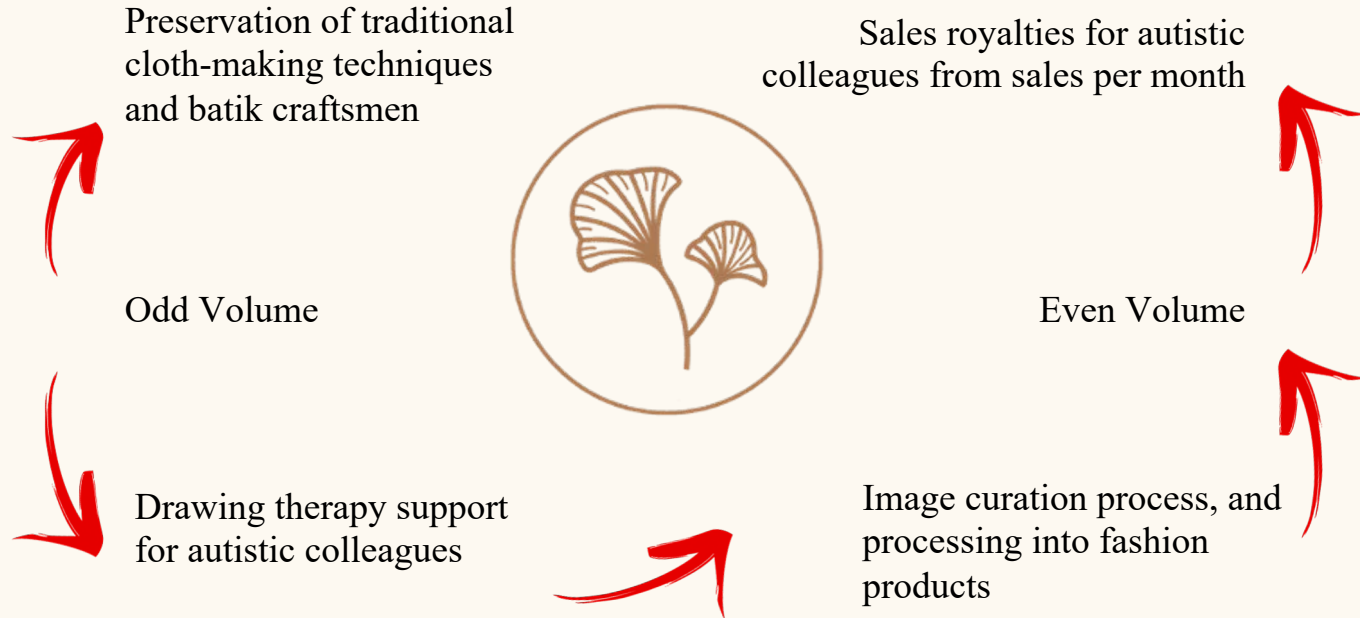


**Dama** : Virtue

**Kara** : Philosophy of a Coconut Tree

Logo : **Ginkgo Biloba** means resilience, hope, peace, love, miracles, immortality, and longevity. Ginkgo is also associated with duality, a concept that recognizes both the feminine and masculine aspects of all living things and is often expressed as yin and yang.

## Business Process for Social Impact



**Dama Kara.**



68.476.500 idr

January 2021 - September 2021



# OUR MILESTONES

avpn

SOUTHEAST ASIA  
SUMMIT 2021

## Present

- **Dubai Expo October 2021 – March 2022**
- **Collaboration with MAKE OVER**
- **Collaboration with BLP**
- **1st winner - Modestfffund 2021 – Kemenparekraf**
- **2nd winner - Wirausaha Unggulan Bank Indonesia 2021 – BI Jabar**
- **Special Mention Fashion Category - Cipta Nyata 2020**

## Future

Collaboration with Prita Ghozie



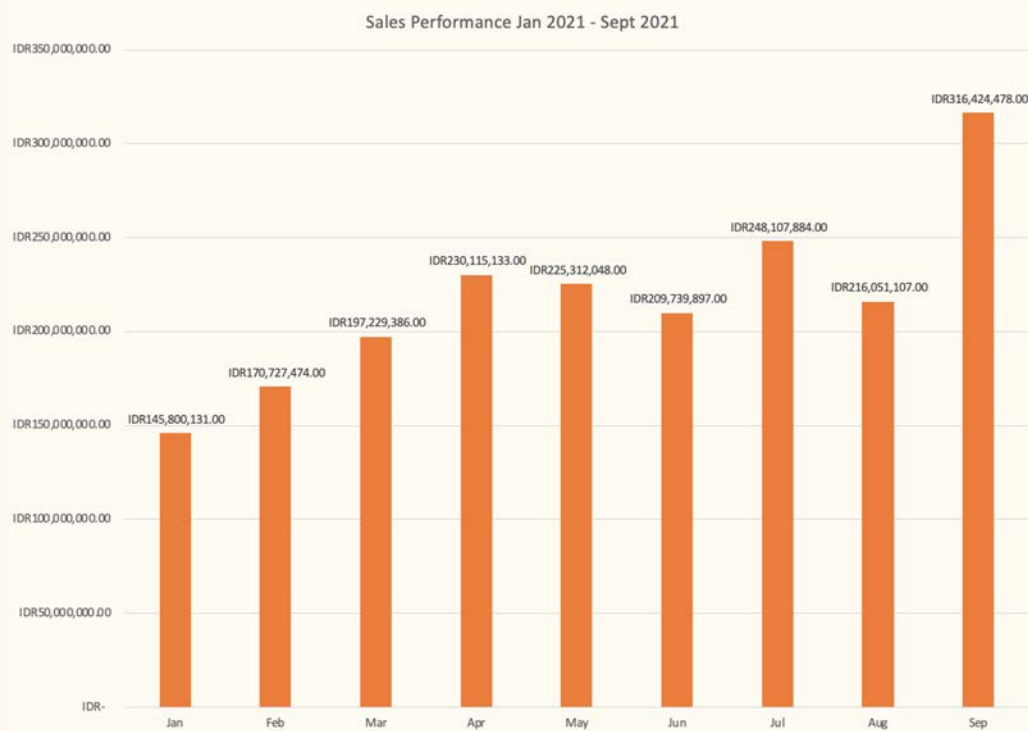
**Dama Kara.**



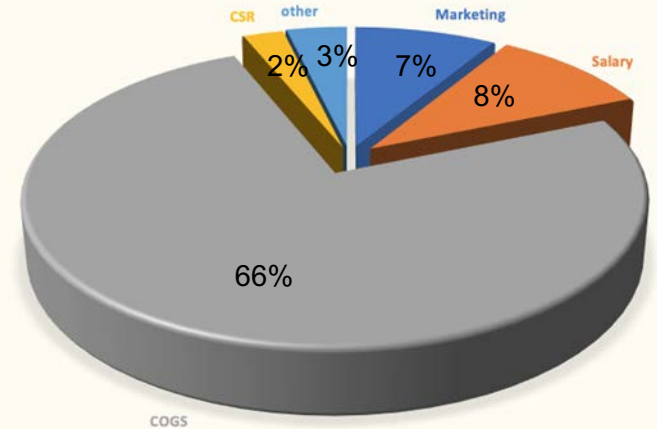
# FUTURE STRATEGY



Re-organization and re-strategy 'supply & demand matching' scheme



Average nett profit : 16%



Financial Component

## Monthly Revenue Projection



Annual growth rate (CAGR 2021-2025) for fashion industry in Indonesia 10,8% (Statista, 2021).

Our projection for Dama Kara avg revenue growth is 79%

- Increase fabric production capacity and manpower
- Develop offline store
- Marketing and branding activities



- Increase fabric production capacity and
- Develop offline store
- Marketing and branding activities

## OFFLINE SALES SEPTEMBER



Offline Market Potential based on Offline Event & Consignment Store data in  
September 2021



Dama Kara.



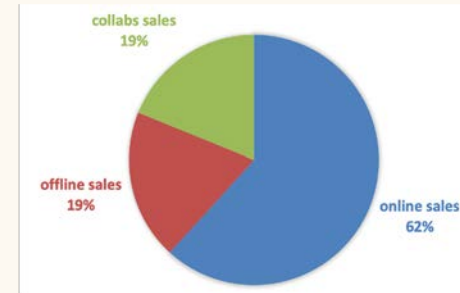
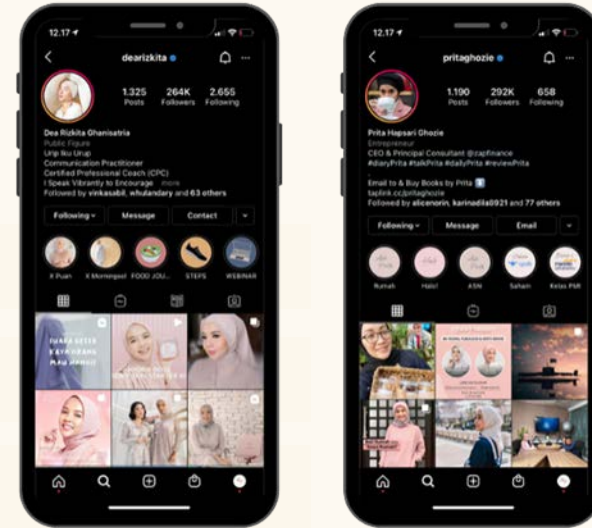
# Dama Kara.

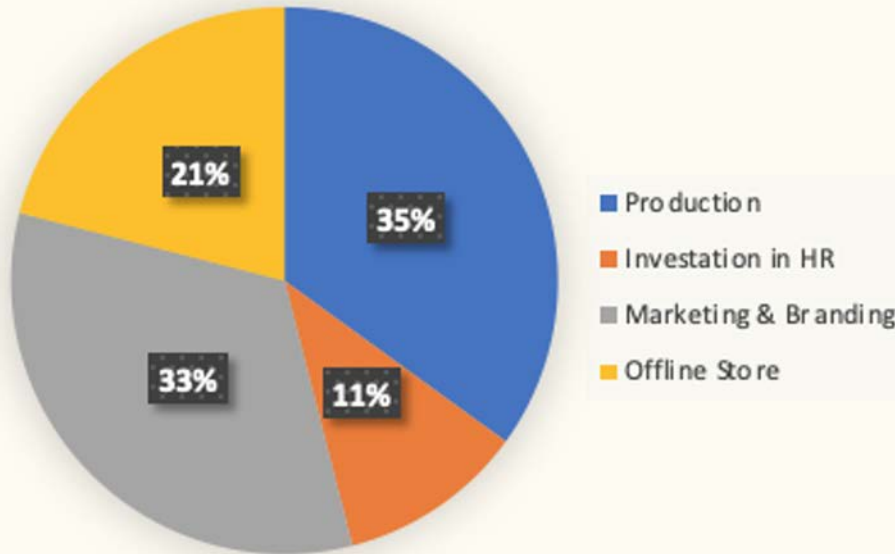
- Increase fabric production capacity and manpower
- Develop offline store
- Marketing and branding activities

Dama Kara

Dama Kara

avpn  
SOUTHEAST ASIA  
SUMMIT 2021





INVESTMENT NEEDS  
**1,999,600,000 (idr)**

# **Dama Kara.**

## **MEET OUR TEAM**



**Nurdini Prihastiti**  
CEO / FOUNDER



**Shanaya Ratu Shafira**  
CMO / Co- Founder



**Bheben Oscar**  
COO



**Trie Aprilianti**  
CFO

## OUR PARTNER





# CONTACT US!

## Address

Jalan Pasir Honje Lamping II, Jl. Cimuncang  
No.13

## Email Address

damakara.rtw@gmail.com

## Website

www.damakara.com

  
**Dama Kara.**