



TPSA | CANADA-INDONESIA TRADE AND PRIVATE SECTOR ASSISTANCE PROJECT



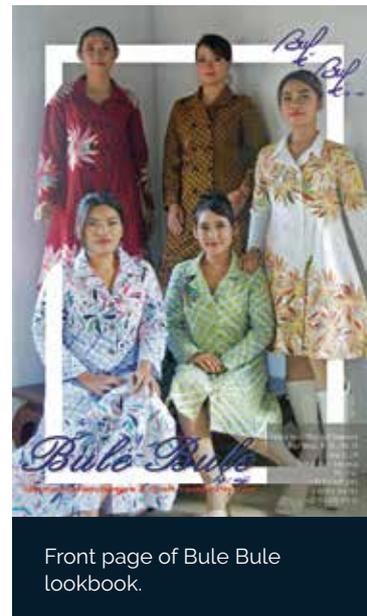
SUCCESS STORY

SME-Produced Clothing Gets More Effective Marketing

The TPSA program worked with six Indonesian SMEs in the apparel sector who were export-ready but lacked an understanding of what it takes to be successful in the North American market. One of the hurdles they needed to overcome was understanding how to market their products outside Indonesia. TPSA experts supervised the apparel SMEs during a rigorous two-year program that provided them with training in product sizing, presentations, company positioning and communication, market adaptation, and coaching for effective trade show participation and buyer interventions.

BULE BULE: MARKETING TO CONNECT WITH CANADIAN BUYERS

Bule Bule is one of the apparel SMEs that achieved export success in Canada. Based in Solo, the company produces cutting-edge designs using recycled fabrics. Under TPSA's guidance, Bule Bule has undergone a significant transformation from local producer to global exporter. The company showed off their designs, fabrics, and colours to welcoming North American buyers at two trade shows: SOURCING at MAGIC 2017 in Las Vegas and the 2018 Apparel Textile Sourcing Canada (ATSC) trade show in Toronto.



Front page of Bule Bule lookbook.

The TPSA training paid off, as Bule Bule was able to market their apparel through a well-crafted catalogue, lookbook, and English website. Their pricing strategy was competitive in the Canadian market and they were able to respond quickly to all enquiries from interested buyers. Their hard work and attention to detail resulted in sales to Canadian buyers including Indigo Paisley, Pure Art, and Plum Loco, as well as Lido in Panama, totalling over CDN\$125,000.

Canada

Program undertaken with the financial support of the Government of Canada provided through Global Affairs Canada

IN PARTNERSHIP WITH





“ The TPSA project gave us step-by-step guidance to create professional marketing tools, including business cards, e-mail address, and how to choose a unique website name that is easy to remember. We learned to use the most suitable graphics and models for different brochures and catalogues in order to grab the attention of the buyer. ”

—Wahyu Janawi Jaya, Bule Bule

WORLD KNK: IMPROVED MARKETING MATERIALS LEAD TO SALES

World KNK produces a range of affordable, high-quality apparel products for both men and women and has the capacity to produce over 80,000 pieces of clothing per month. Their participation in the TPSA program has been stellar, inciting significant interest from Canadian buyers. World KNK began the program with some of the necessary tools in place to export, such as promotional materials, catalogues, and brochures, but admitted that their marketing documents were not professionally prepared and did not appeal to or fit with buyer expectations. TPSA assisted them in creating more professional and engaging materials to spur sales to overseas buyers.

Through the TPSA training, World KNK also became better acquainted with export procedures, including the type of documentation needed, government free trade agreements, and estimations of lead time and delivery time. Now they understand the process of exporting to Canada and can avoid unnecessary mistakes that may affect their bottom line.

During the SOURCING at MAGIC trade show in Las Vegas in August 2017, World KNK met representatives from Laura Canada, a large Canadian retailer with a rich history, exceptional culture, talented and dedicated team, and loyal customers.

World KNK had a chance to reconnect with Laura Canada when they showcased their products at the August 2018 ATSC trade show in Toronto. After the show, World KNK travelled to Laura Canada's Montréal office to meet with their design team, import coordinator, merchandising VP, and senior import coordinator. Laura Canada's biggest denim supplier was located in Indonesia, and it so happens that World KNK uses the same supplier. This provided a great opportunity for all three parties to collaborate. World KNK's apparel prices were set at a level the Canadian buyer found appropriate, and as a result, samples were



Kevin Suryajadja of World KNK speaks with buyers at the 2018 ATSC trade show.



WorldKNK
GARMENT

remarkable
Indonesia

OWNERSHIP/SHOW CONTACT:
Mr. Danny Sugartono (Owner)

MOBILE PHONE/WHATSAPP:
+61 44 278 708

EMAIL:
kewms@worldknk.com

MAIN PRODUCT CATEGORY:
Men's and women's shirts

PRODUCTION CAPACITY:
130 thousand pieces per month

INITIAL MINIMUM ORDER:
2500

WEBSITE:
worldknk.com

ADDRESS:
J. Cibolang No.47
Bandung 40125
Jawa Barat, Indonesia

FOLLOW US ON INSTAGRAM
@worldknk

World KNK was started in 2002 with a strong desire to succeed in the global fashion industry. The company has a dedicated team of managements and staff with a capacity to make over 150,000 pieces of clothing in a month. With decades of experience, World KNK promises you affordable and high-quality products that will satisfy your customers.

World KNK handout.

“ The TPSA program helped guide us to make professional catalogues, brochures, lookbooks, and websites that really function as marketing and promotional materials. Because more prospects have contacted us through our website, we decided to employ additional staff to administer the site and other social media so that we can respond better. ”

—Danny Sugartono, owner, World KNK

sent to Laura Canada executives for their review, with expected sales volumes of between 4,000 and 6,000 garments per style.

World KNK say that what they learned during the TPSA program and their experience exhibiting at trade shows can be applied locally at the next Trade Expo Indonesia event. They will be able to confidently use their marketing skills to effectively promote their apparel products, both domestically and abroad.