

28KNOW

WE INSPIRE BRANDS

TO GROW FOR THE

LONG TERM

Introduction

Your Strategic Partner in E-commerce
Handling and Digital Marketing

#28KNAWSupportUMKM

We inspire brands to grow for the long term.
Empowering over 10 businesses, we pave the way
for brands and newcomers, helping marketplaces
break through roadblocks to kickstart their journey

Good to **KNAW** You!

Deck Contents

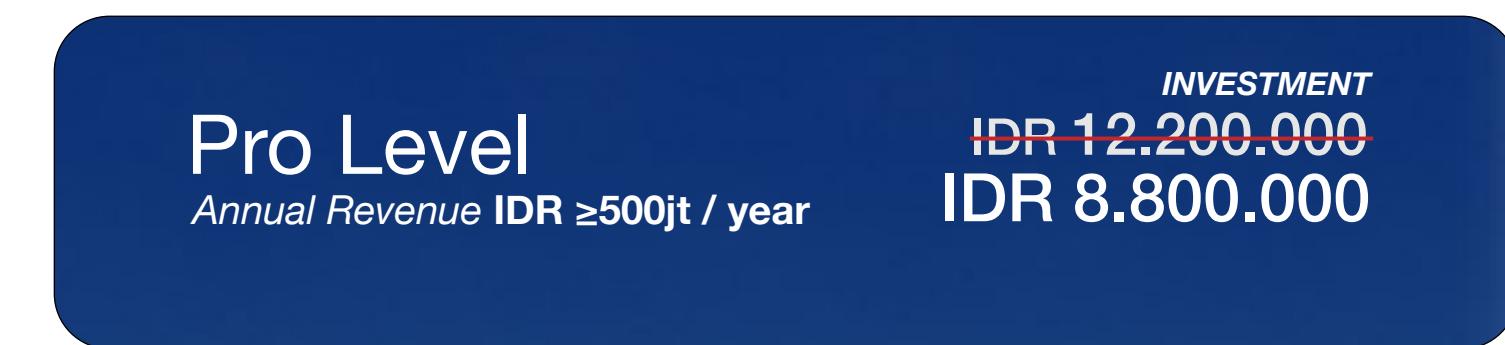
- 02 3 (easy) Steps - Working With Us
- 03 Pricing Packages
- 04 Add Ons
- 05 Portfolio
- 06 Onboarding

3 (Easy) Steps Working With Us

01 Choose your Plan → 02 Onboarding → 03 Just Wait & See

28KNAW

Accelerate Program



Handled by **Strategic Team**

5 SKUs Boosted

Marketplace Checkup

Store & Product Optimization

Enhance Product Page (SKU, Variants, Slides, Etc.)

Optimize Store (Profiling, SEO Etc.)

Store & Product Setup

Product Page Setup (SKU, Variants, Slides, Etc.)

Initial Ads Setup (First-month Setup)

Store Banner (Best-Sellers / USP / Promotions, Etc.) (2 Designs)

Shopee **or** Tokopedia (choose one)

Handled by **Brand Advisor**

5 SKUs Boosted

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Shopee **or** Tokopedia (choose one)

Another Add Ons?

Shopee Add Ons

MONTHLY INVESTMENT

+ 1 SKU (1 Cover & Up to 3 Slides)	IDR 500.000
+ Event Set Up (Twin Date, Pay Day, Flash Sale)	IDR 500.000
+ Live Streaming (20 hr / month)	IDR 2.500.000 IDR 4.270.000
+ Retainer / Management Fee (per month)	IDR 599.000 IDR 2.500.000
+ Ads Management (per month)	IDR 3.550.000 IDR 4.500.000
+ Only +IDR 5.000 - Shopee Management (per month) #Popular!	IDR 3.555.000 IDR 7.500.000
Ads Management + Retainer + Campaign Event!	

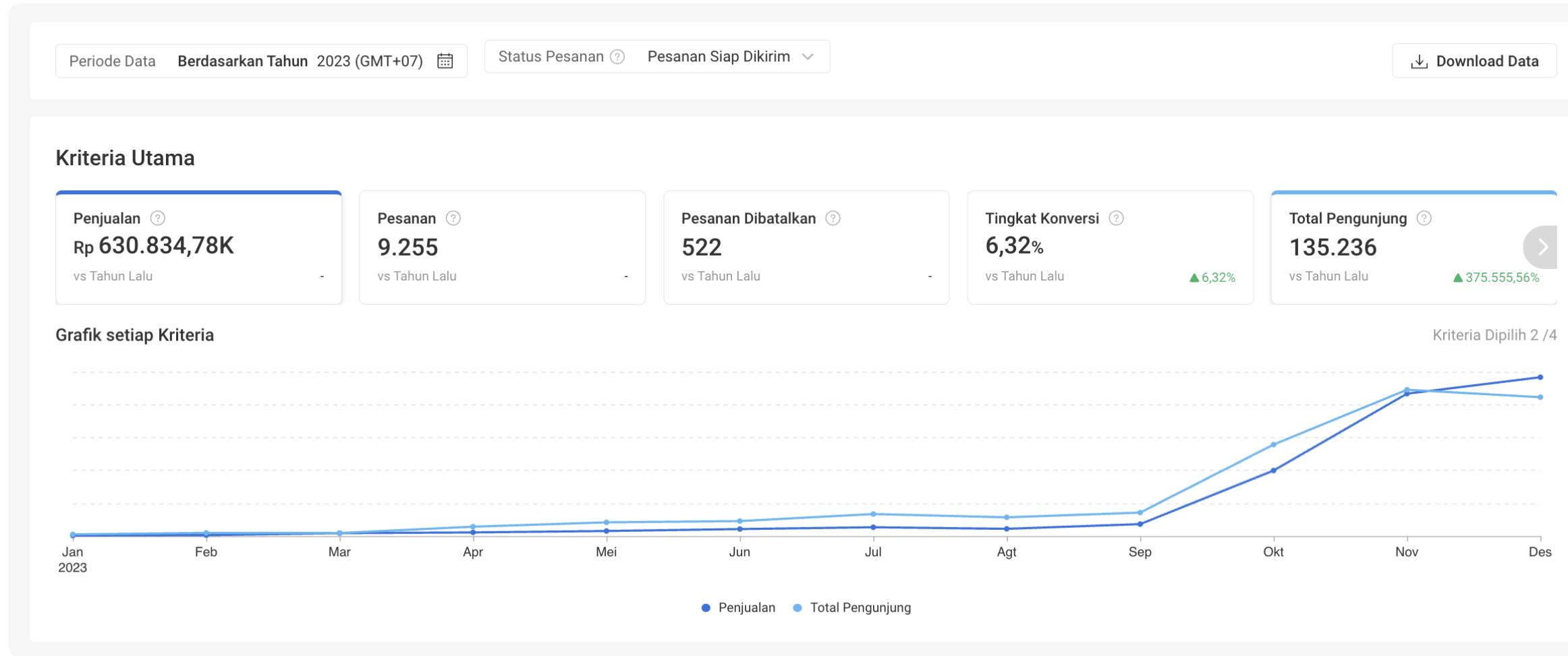
28TDR Design House & Thera Studio Fashion Consultant

ANOTHER INVESTMENT FOR YOUR BRAND

+ Social Media Management #Popular!	Start From IDR 3.000.000
+ Branding & Design	Start From IDR 3.000.000
+ Photo & Video Product	Start From IDR 3.000.000
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+ Fashion Brand Audit & Mentoring	Start From IDR 3.000.000
+ Fashion Development #Popular!	IDR 3.000.000
+ Fashion Founders Kit	IDR 6.500.000

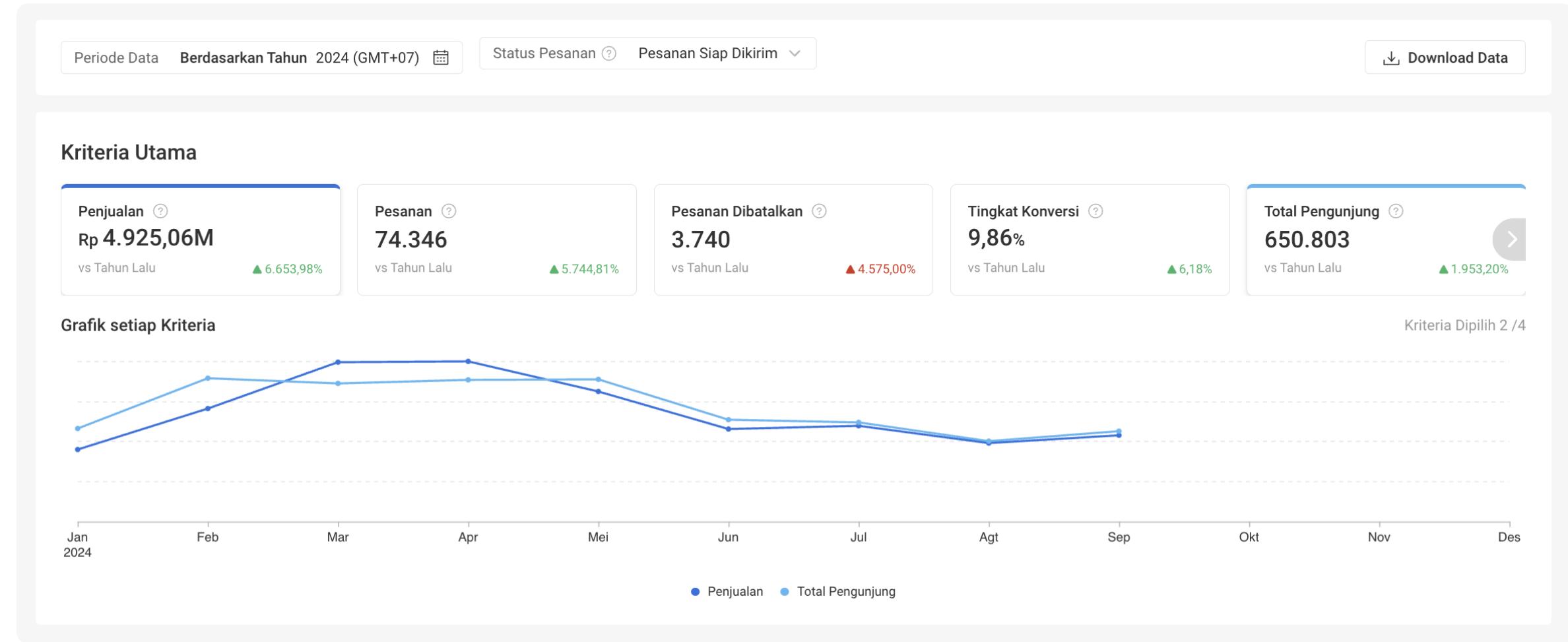
Anything else? Let's us **KNAW!**

Initial Set Up by 28KNAW



5.744.81% ↑
number of orders

6.653.98% ↑
number of sales



Goal Overview

The goal we set is to set up & optimize online store for home care brand, getting them ready to soar in the marketplaces.

We help them hit the ground running, so they can sell, grow, and thrive independently for the long haul.

How?

We established an action plan and began the projections in August 2023.

After setting up the store, we optimize the profile and product pages to help the brand stand out, attract customers, and thrive in the marketplace.

Reported Results

1. An increase in the number of **orders** by **5.744.81%**
2. An increase in the number of **sales** by **6.653.98%**

Over the course of one month, we set up and optimize the store, enabling them to run independently, supported by social media management & digital marketing by 28TDR

Steps to Follow

Pre-Booking Phase

- 01 Complete Business Journal from 28KNAW
- 02 Book an Available Time Slot
- 03 Make a Payment to Confirm Your Booking

Onboarding - Initial Phase

- 01 Group Creation
- 02 Timeline Creation
- 03 Drive Submission

Program Start Date

- 01 Shopee Account Access
- 02 Marketplace Check Up
SKU Confirmation
Marketplace Check Up Meeting
- 03 Store & Product Optimization
- 04 Store & Product Set Up

Offboarding

- 01 File Submission
- 02 Log out / Continue

What to Prepare?

#NoStress! We're here
to help you with all the preparations!

Brand Assets

01 Logo Submission

Provide logo in PNG format (both black & white and colored)

02 Brand Guidelines

Submit brand identity guidelines (fonts, colors, usage rules)

Product Information

01 Provide a complete product catalog

02 Detailed descriptions and specifications (product knowledge)

03 Pricing information

04 Promotional details (discounts, offers)

05 Bundling pricing options

06 Additional relevant information

Product Photography

01 Image Submission

High-resolution product images with a white background

02 Images showing front, back, and other relevant angles

Account Access**01 Provide login details for:**

- + Shopee
- + Tokopedia
- + Instagram
- + TikTok

Operational Information*01 Active business hours**

- 02 Delivery holiday schedule
- 03 Updated stock

Packaging & Shipping*01 Submit design files/labels for packaging (if needed)**

- 02 Additional packaging materials (bubble wrap, plastic, box, etc.)

Dates to Note*01 Public holidays**

- 02 Major festivals or events relevant to your brand
- 03 Brand's anniversary or birthday
- 04 Any other significant dates

Additional Considerations*01 Policies, Procedures, and Restrictions**