

28KNAW

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!

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- 06 Onboarding

3 (Easy) Steps Working With Us



28KNAW

Accelerate Program

<div><div>UMKM Entry Level</div><div>Annual Revenue IDR <500jt / year</div></div> <div><div>INVESTMENT</div><div>IDR 6.200.000</div><div>IDR 4.500.000</div></div>	<div><div>Pro Level</div><div>Annual Revenue IDR ≥500jt / year</div></div> <div><div>INVESTMENT</div><div>IDR 12.200.000</div><div>IDR 8.800.000</div></div>
Handled by Strategic Team	Handled by Brand Advisor
5 SKUs <i>Boosted</i>	5 SKUs <i>Boosted</i>
Marketplace Checkup	Marketplace Checkup
Store & Product Optimization	Store & Product Optimization
Enhance Product Page (SKU, Variants, Slides, Etc.)	Enhance Product Page (SKU, Variants, Slides, Etc.)
Optimize Store (Profiling, SEO Etc.)	Optimize Store (Profiling, SEO Etc.)
Store & Product Setup	Store & Product Setup
Product Page Setup (SKU, Variants, Slides, Etc.)	Product Page Setup (SKU, Variants, Slides, Etc.)
Initial Ads Setup (First-month Setup)	Initial Ads Setup (First-month Setup)
Store Banner (Best-Sellers / USP / Promotions, Etc.) (2 Designs)	Store Banner (Best-Sellers / USP / Promotions, Etc.) (2 Designs)
Shopee or Tokopedia (choose one)	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 4.270.000	IDR 2.500.000
+ Retainer / Management Fee (per month)	IDR 2.500.000	IDR 599.000
+ Ads Management (per month)	IDR 4.500.000	IDR 3.550.000
+ Only +IDR 5.000 - Shopee Management (per month) <i>#Popular!</i>	IDR 7.500.000	IDR 3.555.000
Ads Management + Retainer + Campaign Event!		

28TDR Design House &
Thera Studio Fashion Consultant

ANOTHER INVESTMENT FOR YOUR BRAND

+ Social Media Management <i>#Popular!</i>	Start From	IDR 3.000.000
+ Branding & Design	Start From	IDR 3.000.000
+ Photo & Video Product	Start From	IDR 3.000.000

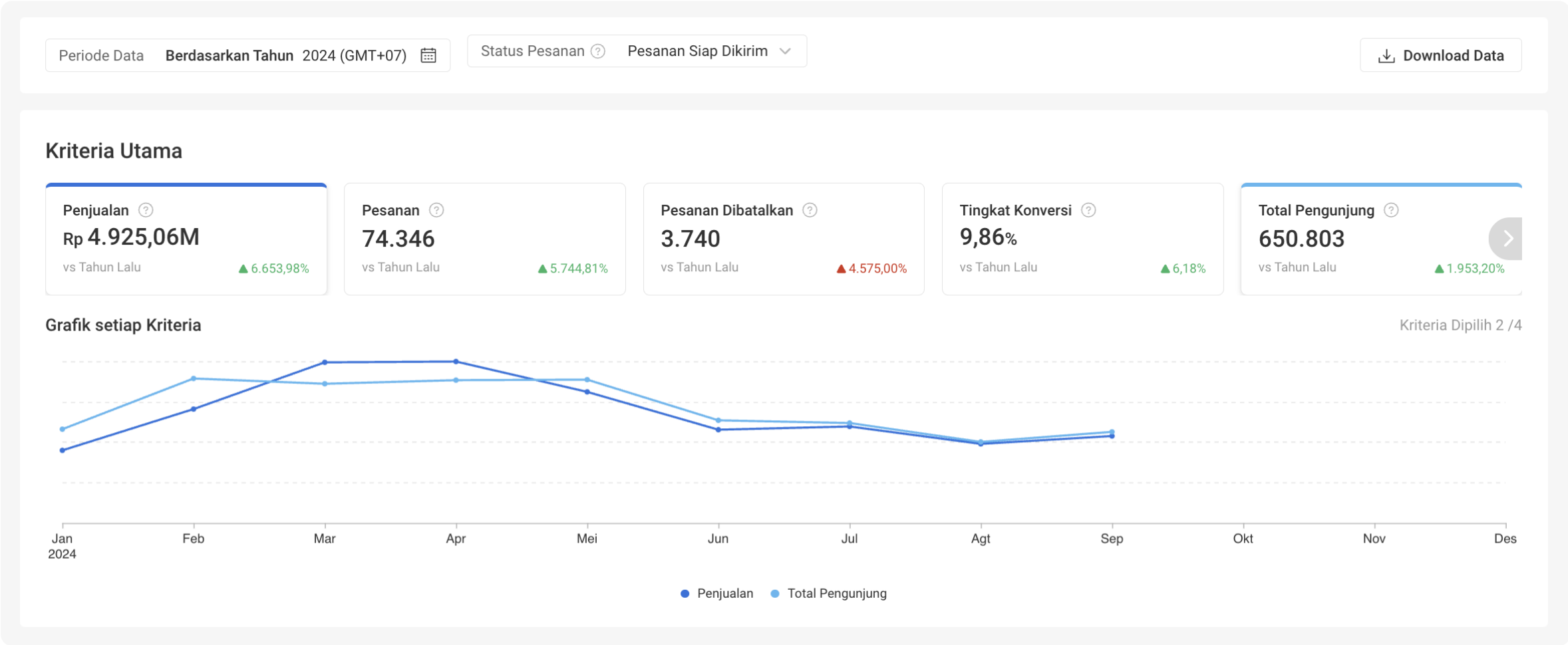
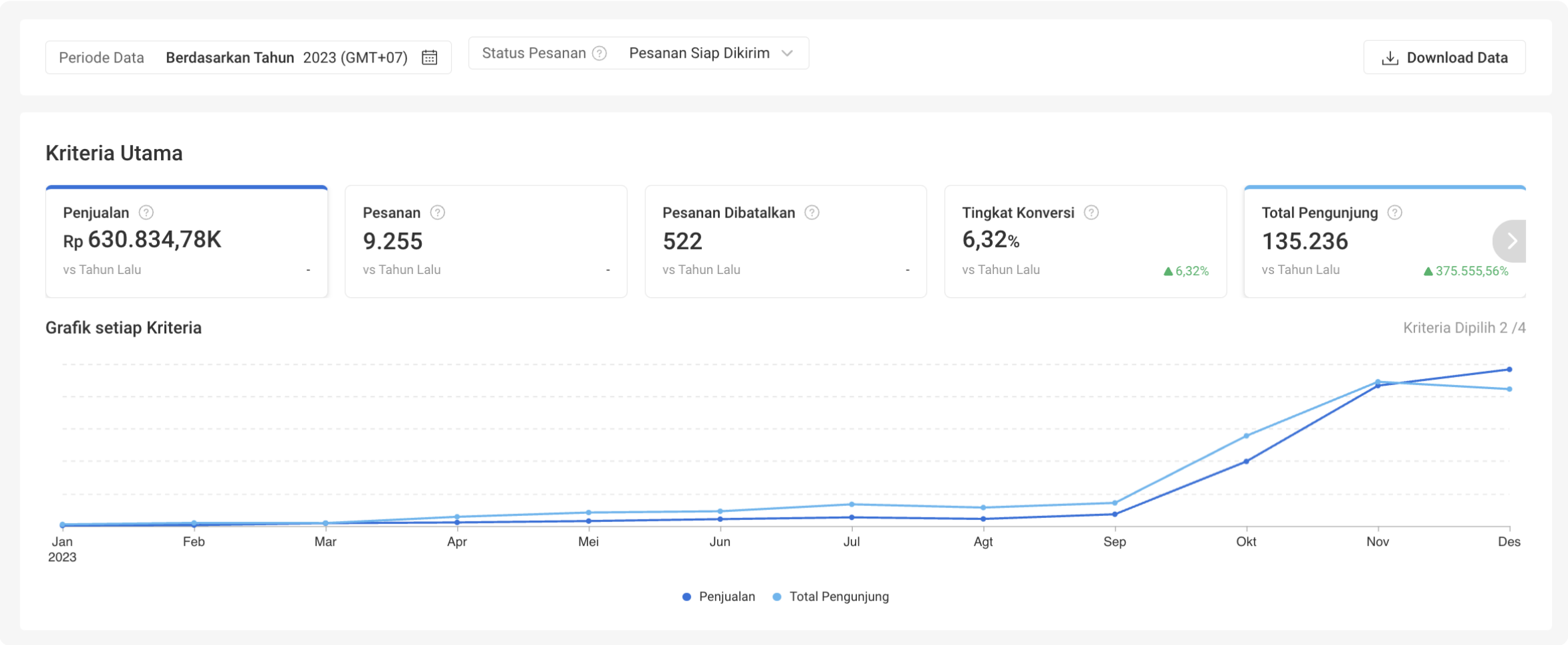
+ Fashion Brand Audit & Mentoring	Start From	IDR 3.000.000
+ Fashion Development <i>#Popular!</i>		IDR 3.000.000
+ Fashion Founders Kit		IDR 6.500.000

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	<div>01 Logo Submission</div> <div>Provide logo in PNG format (both black & white and colored)</div> <div>02 Brand Guidelines</div> <div>Submit brand identity guidelines (fonts, colors, usage rules)</div>
Product Information	<div>01 Provide a complete product catalog</div> <div>02 Detailed descriptions and specifications (product knowledge)</div> <div>03 Pricing information</div> <div>04 Promotional details (discounts, offers)</div> <div>05 Bundling pricing options</div> <div>06 Additional relevant information</div>
Product Photography	<div>01 Image Submission</div> <div>High-resolution product images with a white background</div> <div>02 Images showing front, back, and other relevant angles</div>

Account Access	01 Provide login details for: <ul style="list-style-type: none">+ 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