



BENGOK CRAFT

International Business Plan



Bengok Craft

UPCYCLE
ENCENG GONDOK



Make your Dream Come True
Make it happen with Creativity



About Bengok Craft

Bengok Craft, together with creative youth cultivate 'enceng gondok', a plant that is considered as weed and useless. Through creative hands, we reduce the 'enceng gondok' to create many valuable goods of crafts.

Our Missions :

- Cultivate the 'enceng gondok' in order to produce various goods of crafts.
- Open more living space and work with the local.

You can custom made the crafts as you want it. Make your dreams come true, make it happen with creativity.

By purchasing our creation, you've participated to support better environment and community development.

WHAT WE DO



“The greatness of a man is not in how much wealth he acquires, but in his integrity and his ability to affect those around him positively”

Bob Marley

Business Process

INPUT

Collecting and selecting good hyacinth

TRANSFORMATION

- Separating the hip stalk
- Drying the hip stalk
- Forming into a long braid
- Shaping / woving

OUTPUT

Desired goods (Bengok Bag, Bengok Book, Bengok Apron, Bengok Slipper, Bengok Accessories, etc.)



Bengok Totebag, a hand creation made from water hyacinth. Cultivate plants that are considered as weeds and are useless. Through creative hands, we reduce water hyacinth to become an 'Upcycle Water Hyacinth' Tote Bag.

Bengok Totebag is functionally made as a shopping bag or briefcase that can be carried wherever the owner is. The 40x30 size can fit a variety of groceries and can also store a laptop. The water hyacinth woven creates a classic feel and brings an environmentally friendly impression to the owner. The combination with jeans adds an element of uniqueness and represents the look of a tote bag which is a contemporary upcycle product.

Bengok Totebag



BENGOK
TOTEBAG

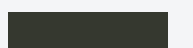


Bengok Book, an unique and rustic handmade book.

A notebook may seem like a simple thing, but it can unlock a world of possibilities for you. Learn more about all the amazing things recycle paper can do at Bengok Book - Upcycle Enceng Gondok.

Order now via marketplace
<https://linktr.ee/bengokcraft>

Bengok Book





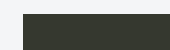
Bengok Slipper [Upcycle Enceng Gondok]

Bengok Slipper, hand creations made from water hyacinth. Cultivating plants that are considered as weeds and are ineffective. Through creative hands, we reduce the water hyacinth into a slipper upcycle water hyacinth.

Order now via
<https://linktr.ee/bengokcraft>

For wholesale orders can contact us further @bengokcraft
Whatsapp 089672310671

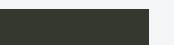
Bengok Slipper



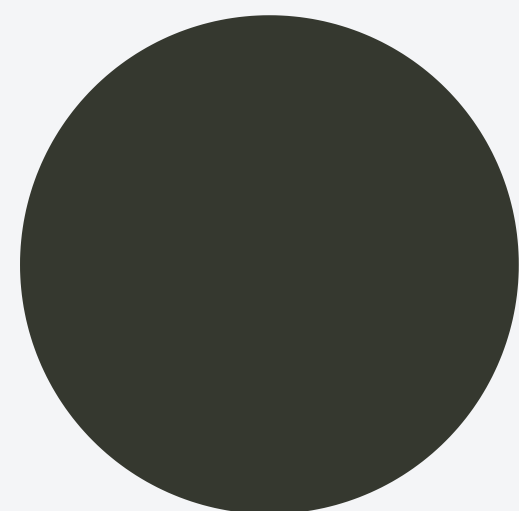
Sociopreneur

BENGOK CRAFT

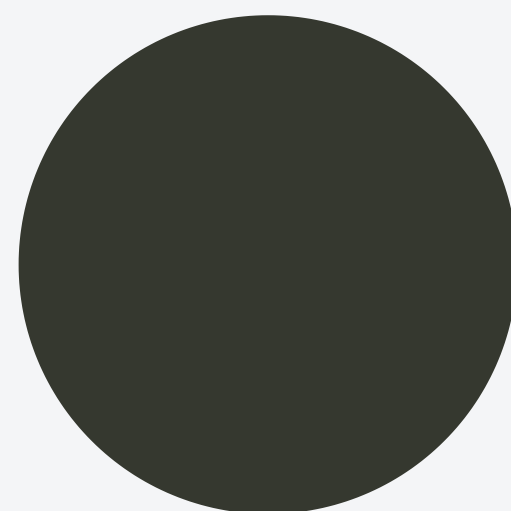
Sociopreneur is a business that does not only take advantage, there is a social element in it. This non-self-enriching endeavor contributes to the well-being of many people.



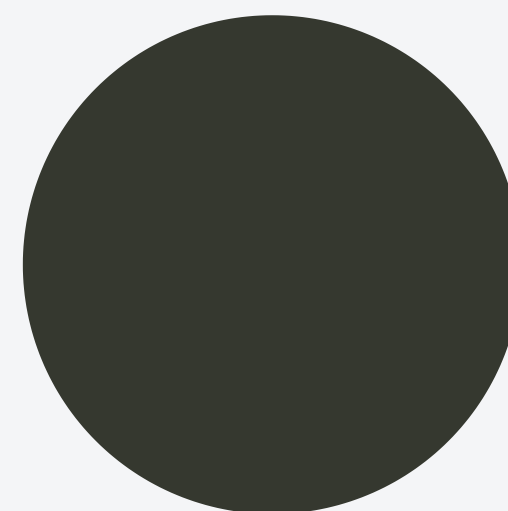
Bengok Value



Economy
Development

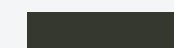


Social
Development



Environment
Development

COMMUNITY DEVELOPMENT





Key Partners

Production

- 15 Bengok Craft craftsmen and tailors
- Rawa Pening's water hyacinth harvest partner
- Partner of water hyacinth weaving
- Government which facilitated training to increase production capacity and business capability

Marketing

- Media Partner covering Bengok Craft
- Government which facilitates international exhibitions
- Global Marketplace

Distribution

- Trade attache around the world
 - Indonesian students and workers around the world
 - Agent Buyer
-



Key Activities

Production

- Make various fashion products made from water hyacinth
- Provide training on the development of fashion products made from water hyacinth
- Product finishing and quality control

Marketing

- Social Media Update
- Marketplace management
- Event Promotion

Distribution

- Distributing and selling fashion products made from water hyacinth
 - Market development correspondence
 - Checking and maintaining products for sale
-



Production

- We buy raw materials from water hyacinth farmers
- We buy fabrics from MSMEs that sell factory-processed fabric
- Our human resources embrace local residents to become crafters and activate home tailors

Marketing

- Our exhibition is in collaboration with government which facilitates the booth
- Our team consists of Firman as owner, managing managerial and controlling the running of the business
- Business development by Astaria which develops marketing and collaborates with various parties

Distribution

- We collaborate with PPEI and DJPEN who assist and guide the export process
- We manage global marketplace such as etsy, indotrading, indo direct, aspenku, inaexport, and there will be more
- We are part of the export improvement group of the republic of indonesia

Key Resources



Value Propositions

Production

- 100% handmade
- Upcycle Water Hyacinth
- Innovative and new product designs
- Custom design to suit customer desires
- Zero waste
- In determining the price of the craftsmen's wages, always with discussion, so that there is an agreement on the work of the craftsmen

Marketing

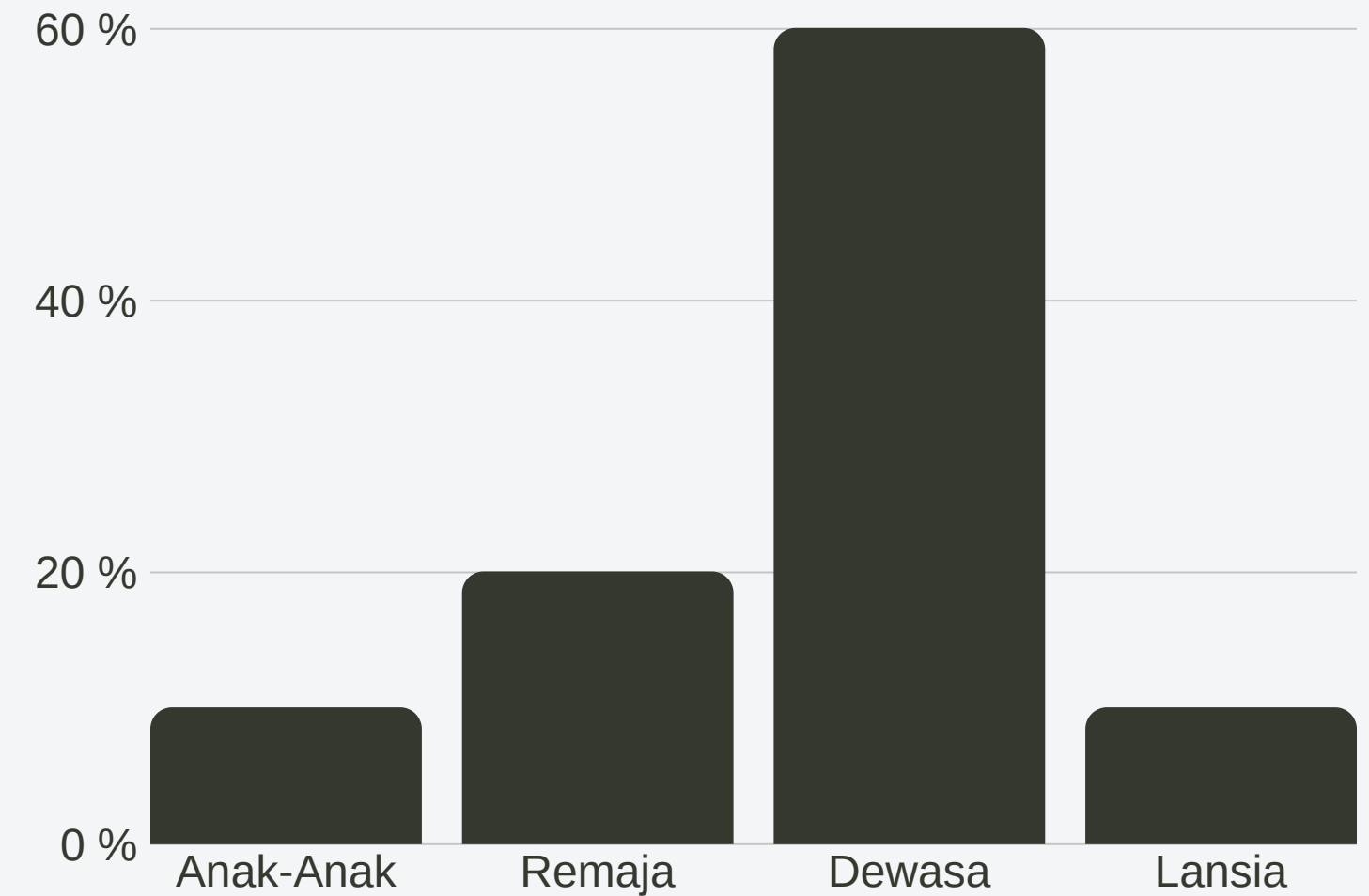
- Continuity of updating stories and feeds on social media @bengokcraft
- Ease of adopting Bengok Craft creations with social media and the marketplace
- Responsive and fluent in English

Distribution

- Ready to collaborate with outlets or galleries in various regions
 - Ready Stock of products
 - Lack of competitors for similar products
-

Customer Segments

**TARGET:
PRODUCTIVE AGE
(20-40 YEARS OLD)**



The market segmentation:

70% Female - 30% Male

Middle and Upper Economy

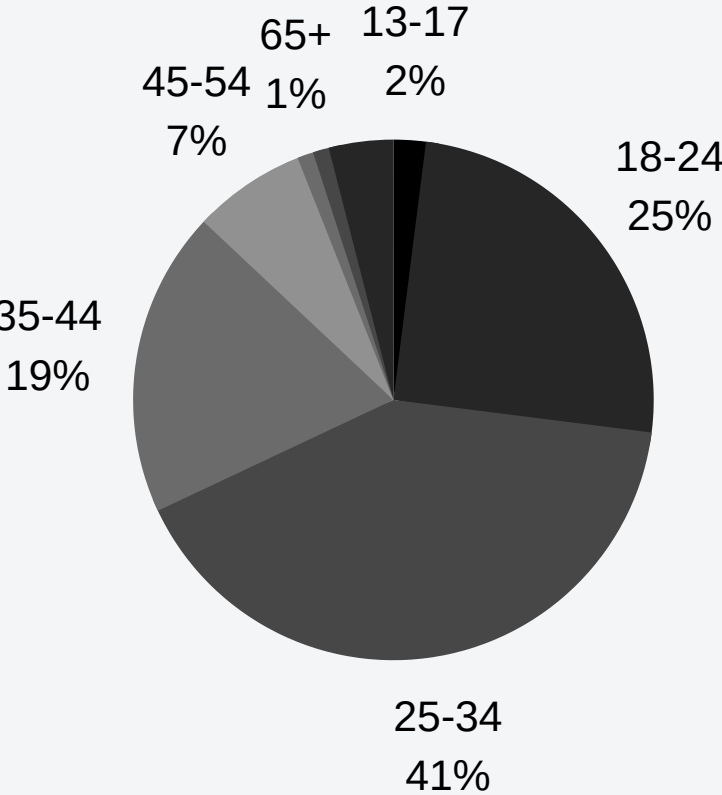
Domestic and foreign urban communities

Support handmade and ecofriendly

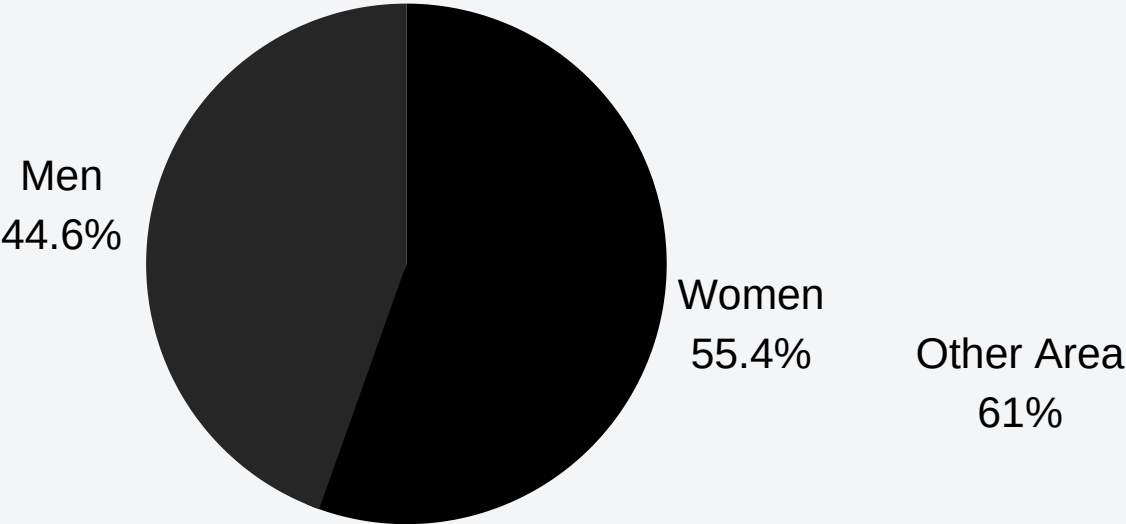
Those who care about community
development and environmental issues

Insights Bengok Craft

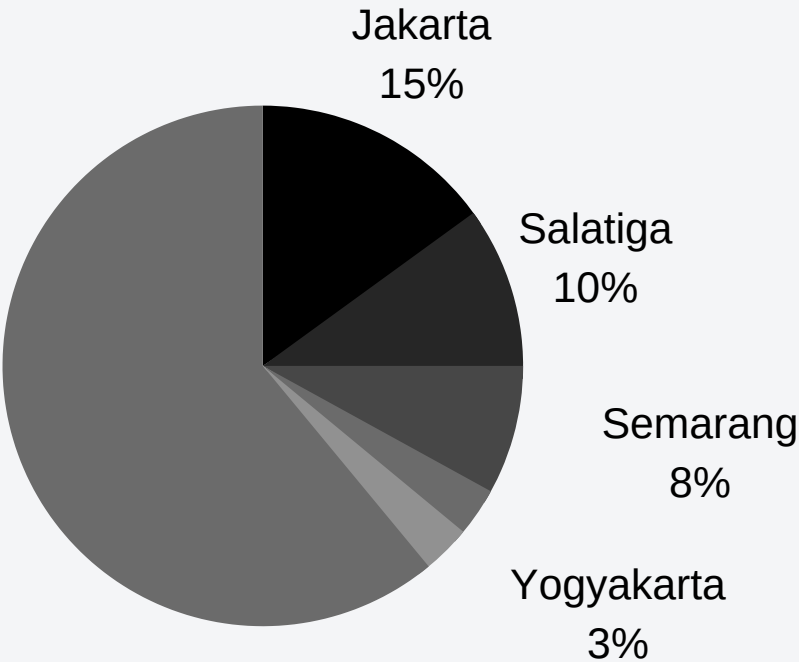
BUYER PROFILES



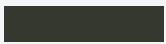
By Age



By Gender



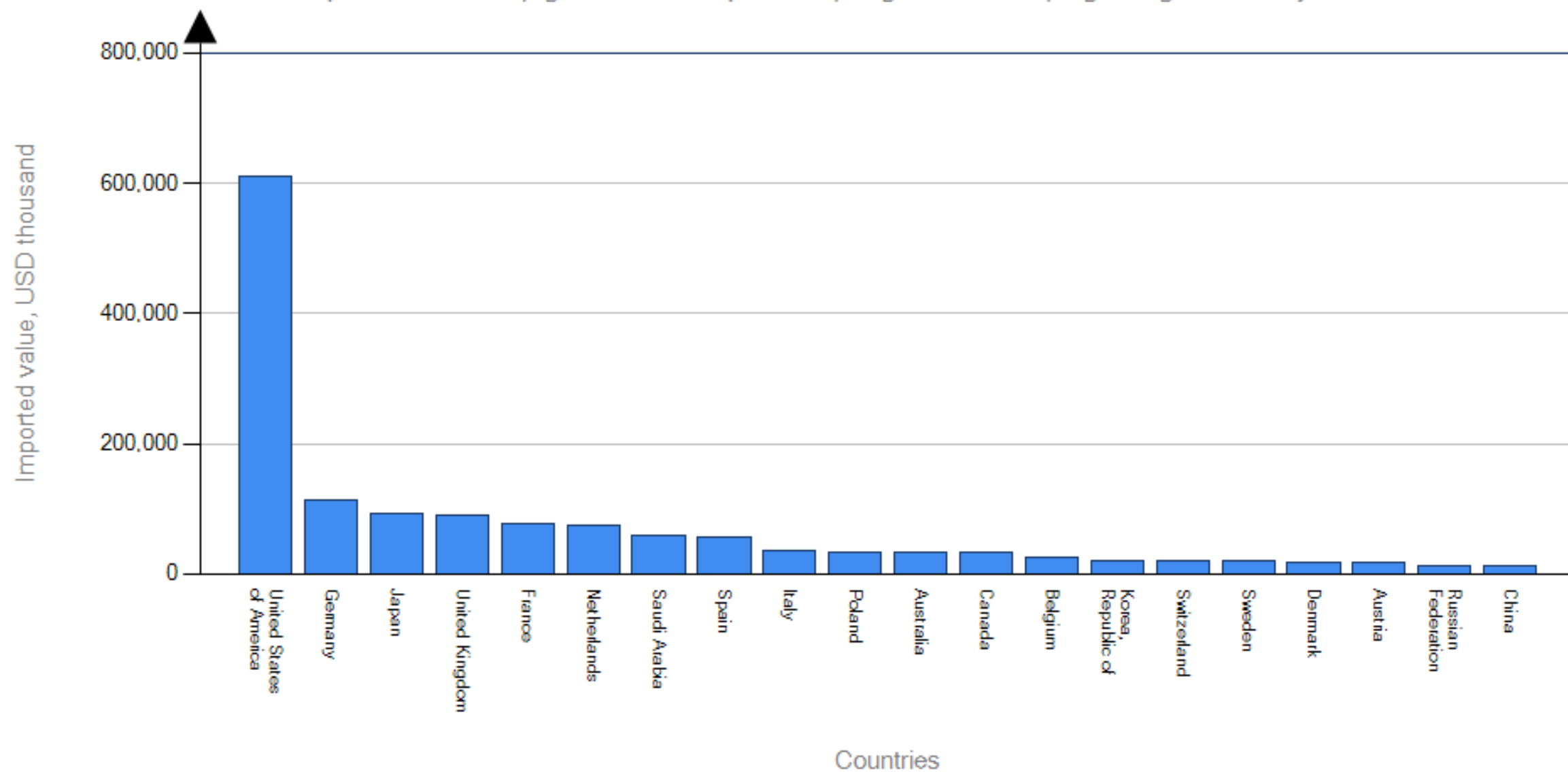
By City



Market Research

List of importers for the selected product in 2019

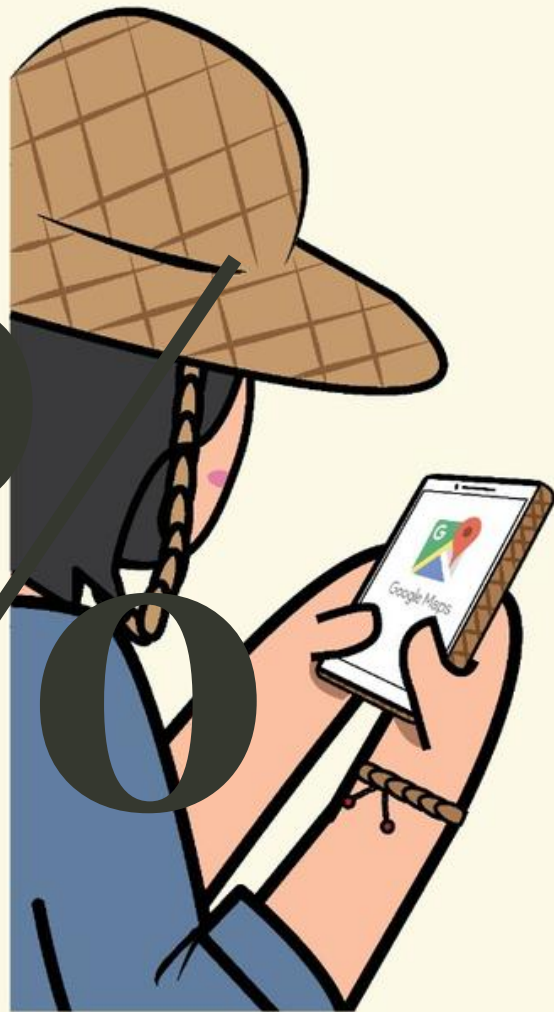
Product : 4602 Basketwork, wickerwork and other articles, made directly to shape from plaiting materials or made up from goods of heading 4601, and articles of loofah (excluding wallcoverings of heading 4814; twine, cord and rope; footwear and headgear and parts thereof; vehicles and vehicle superstructures; goods of chapter 94, e.g. furniture, lighting fixtures)



70%

are online shop orders

Bengkok Craft
is available on
Google Maps!



AS OF THE LATEST COUNT



Costing and Pricing

Review production cost, add cost of new packaging and labelling
Direct pricing, distributor pricing, volume discounts
Determine transportation cost
Currency fluctuations – consider options
Prepare detailed spreadsheet

Trade Expo and Exhibition

Participating in international exhibitions every year, introducing our products and innovations to the world community

Brand Awareness

Continuously, actively educating the public regarding the importance of protecting the Rawa Pening ecosystem and developing the surrounding residents.

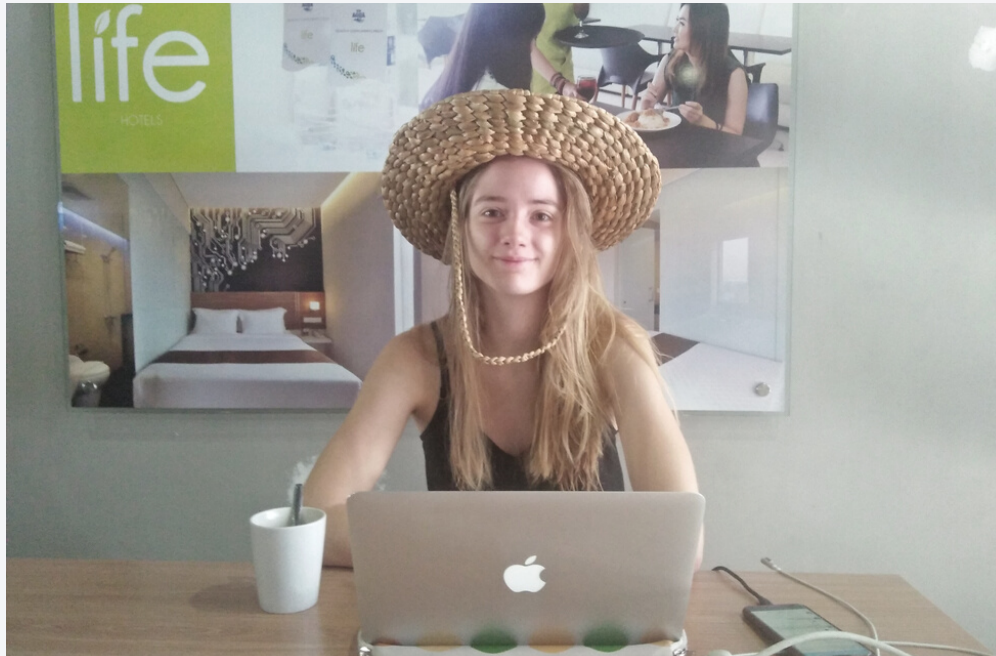
Collaboration with media, both print and electronic

Upload our activities on social media and upload each Bengok Buddy who appreciates and adopts our creations..

Transportation and Logistic

- Prepare standard Commercial Invoice
- Certificate of Origin
- Determine costs for air freight and insurance
- Ensure correct export documentation to avoid payment problems

Customer Relationships



Online

Social media via post feed and Instagram story @bengokcraft
 Collaboration with students for product photos and videos
 Bengok craft marketplace development in
<https://linktr.ee/bengokcraft>



Offline

Gallery at Bengok Craft homebase
<https://g.page/bengokcraft?Gm>
 For sale in hotels, galleries and tourism
 Build relationships and attend training for business development

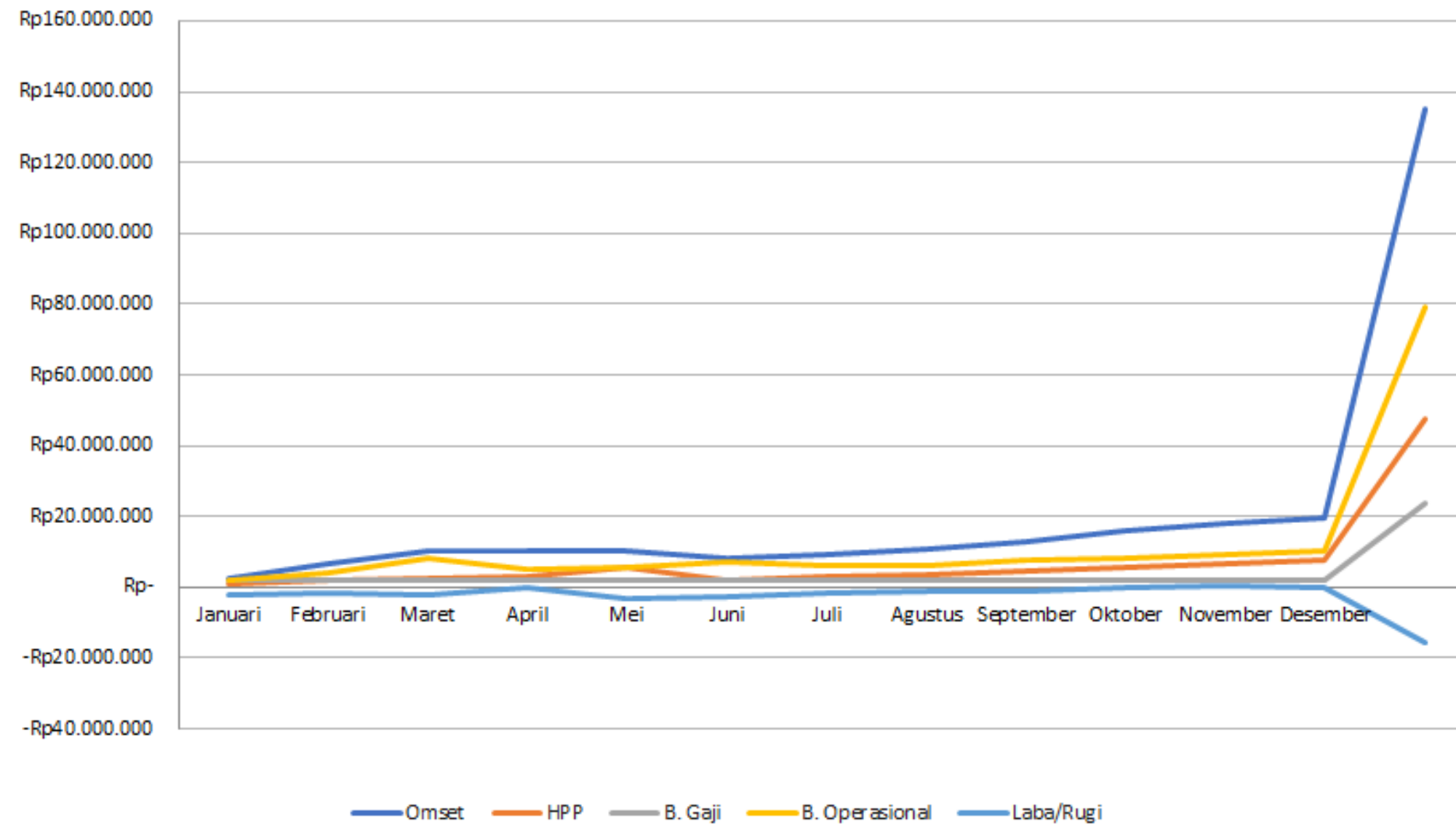


Promotion

Talk shows on television as well as coverage in newspapers and news sites
 National and international scale exhibitions with booth facilitation from the government and private accommodation costs
 Collaboration with fashion designers as wardrobe in fashion shows

Channels

BUSINESS TREND 2019



Business Trend

Customer Response



Anne Avanti

International Designer

Adopting Bengok Totebag
"Totebag cool design, unique
.. I like it"



Joko Widodo

President of Indonesia

Adopting the Bengok Book
"Good, keep up the spirit, young
people must be innovative and
creative"



Ganjar Pranowo

Governor of Central Java

Adopting the Bengok Slipper
"It's great that your creation can
become a sandal, if you can finish the
water hyacinth in Rawa Pening, you
can finish it, make a creation"

MEET THE TEAM



Firman Setyaji

Founder
Production
Management



Astaria Eka Santi

Business Development
Marketing
Management

Who Are We?

OUR CONTACT DETAILS

Homebase Address

Sejambu, Rt 02 / Rw 05, Kesongo, Tuntang,
Kab Semarang, Jawa Tengah, Indonesia,
50773

Phone Number

089672310671

Email Address

handmade@bengokcraft.com

Let's Talk