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# BENGOK CRAFT

International Business Plan

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# Bengkok 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**



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*“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.)



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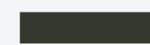
Bengok Totebag, a hand creation made from water hyacinth. Cultivate plants that are considered as weeds and are useless. Through creative hands, we reduce water hyacinth to become an 'Upcycle Water Hyacinth' Tote Bag.

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  
TOTE BAG**





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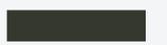
Bengok Book, an unique and rustic handmade book.

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 CRAFT**  
**UPCYCLE ENCENG GONDOK**





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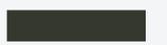
## Bengok Slipper [Upcycle Enceng Gondok]

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

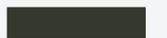


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# Sociopreneur

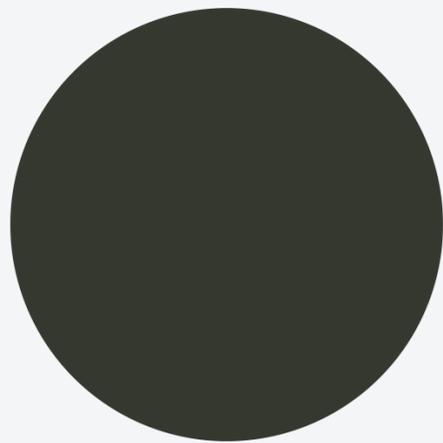
## BENGOK CRAFT

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.

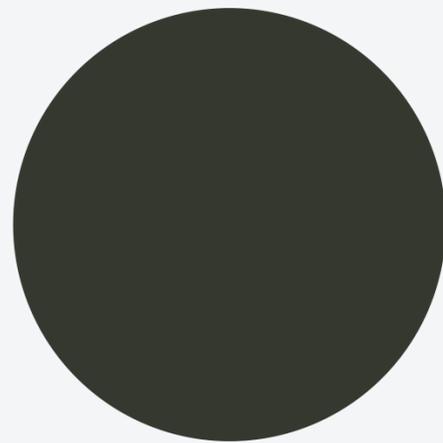


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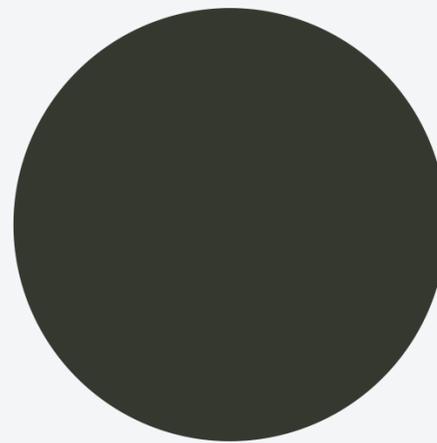
# Bengok Value



Economy  
Development

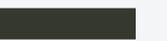


Social  
Development



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
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# 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
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## 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
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# Key Resources



# Value Propositions

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## 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

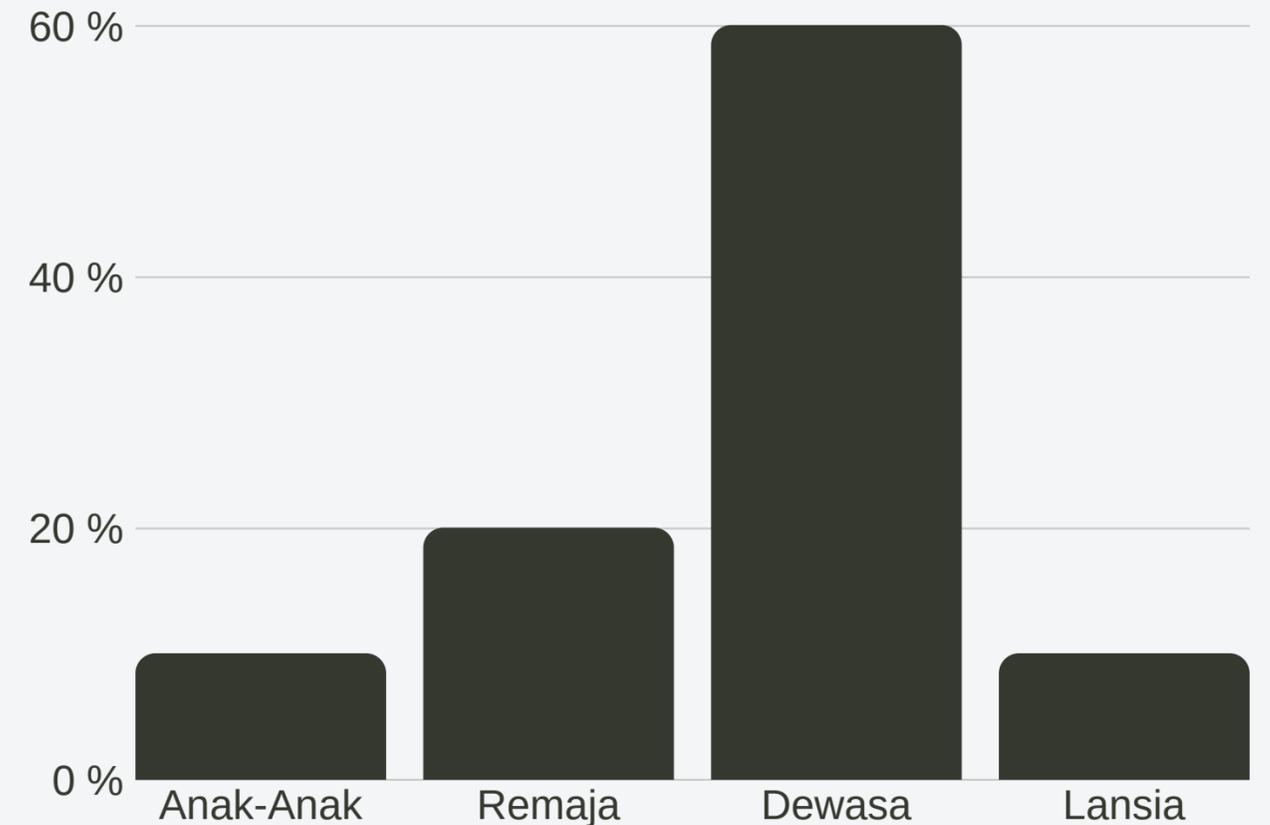
## Distribution

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

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# Customer Segments

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

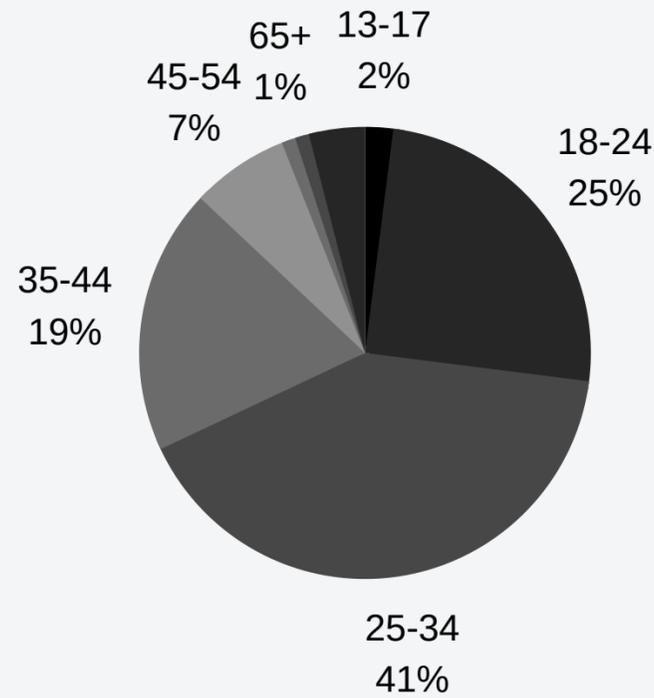


The market segmentation:  
70% Female - 30% Male  
Middle and Upper Economy  
Domestic and foreign urban communities  
Support handmade and ecofriendly  
Those who care about community  
development and environmental issues

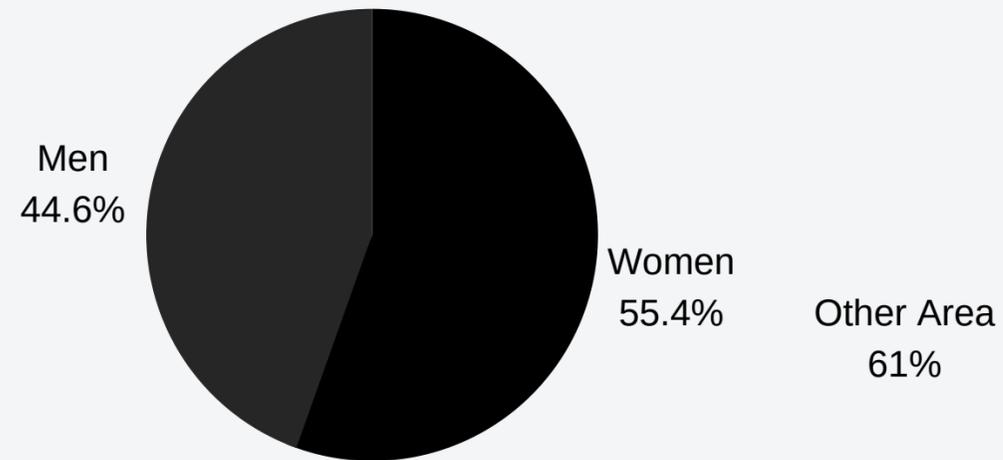
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# Insights Bengok Craft

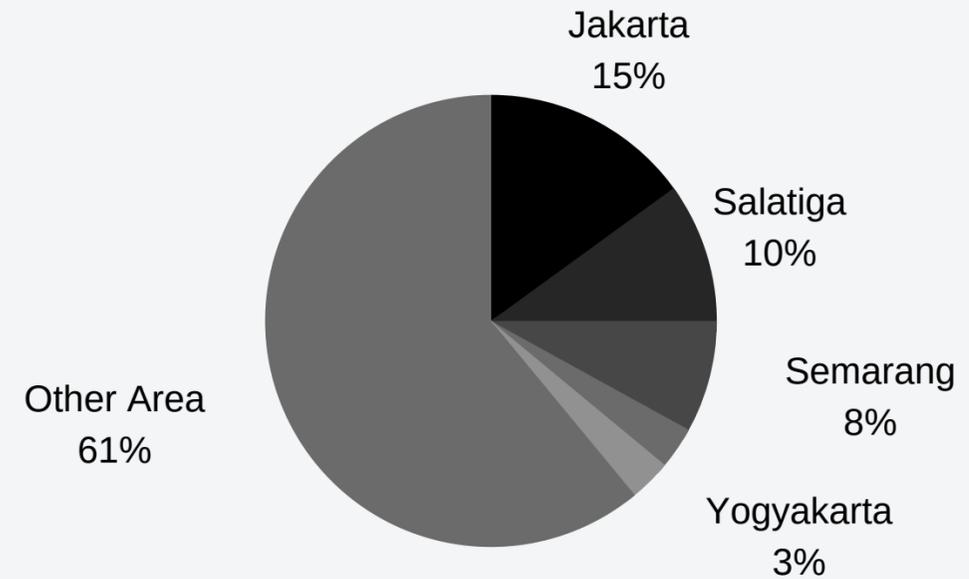
BUYER PROFILES



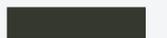
By Age



By Gender



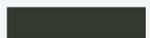
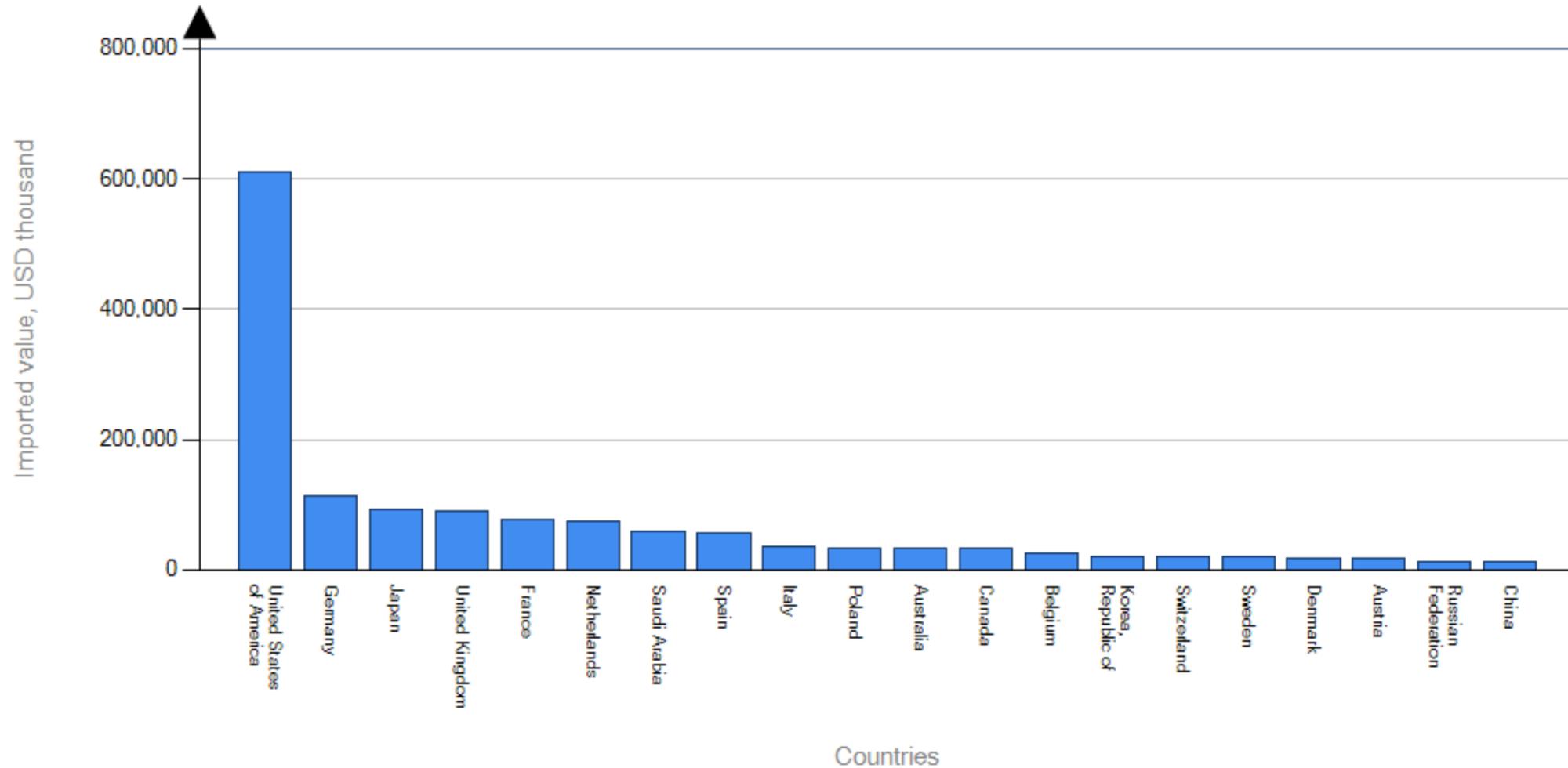
By City



# 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)

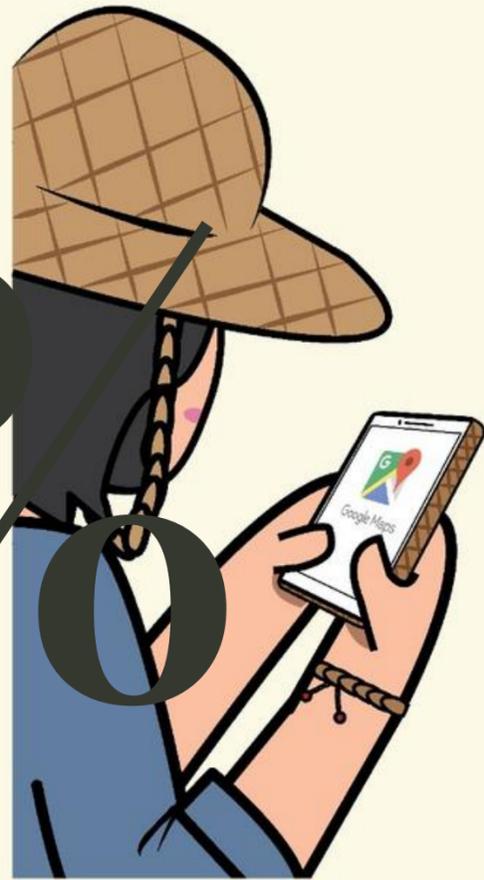


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# 70%

are online shop orders

**Bengkok Craft**  
is available on  
**Google Maps!**



AS OF THE LATEST COUNT

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## 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

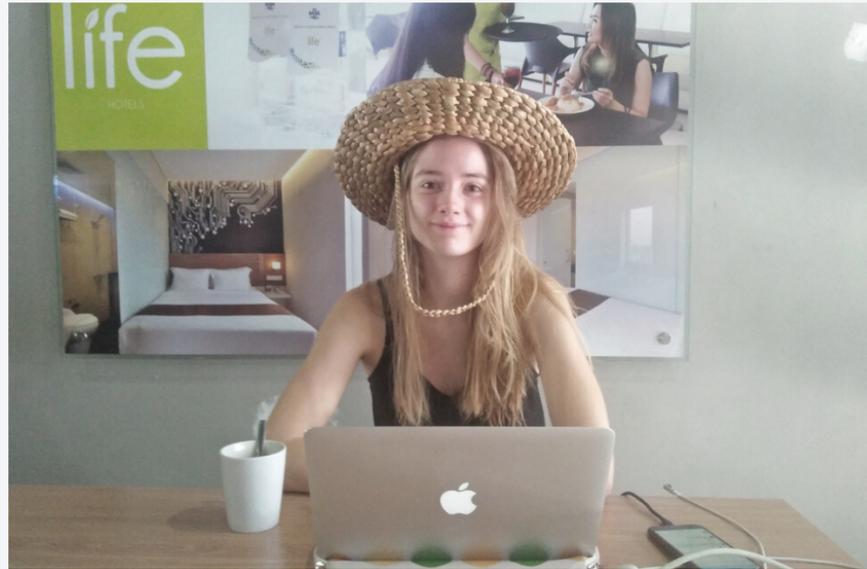
Upload our activities on social media and upload each Bengok Buddy who appreciates and adopts our creations..

## 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

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## 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

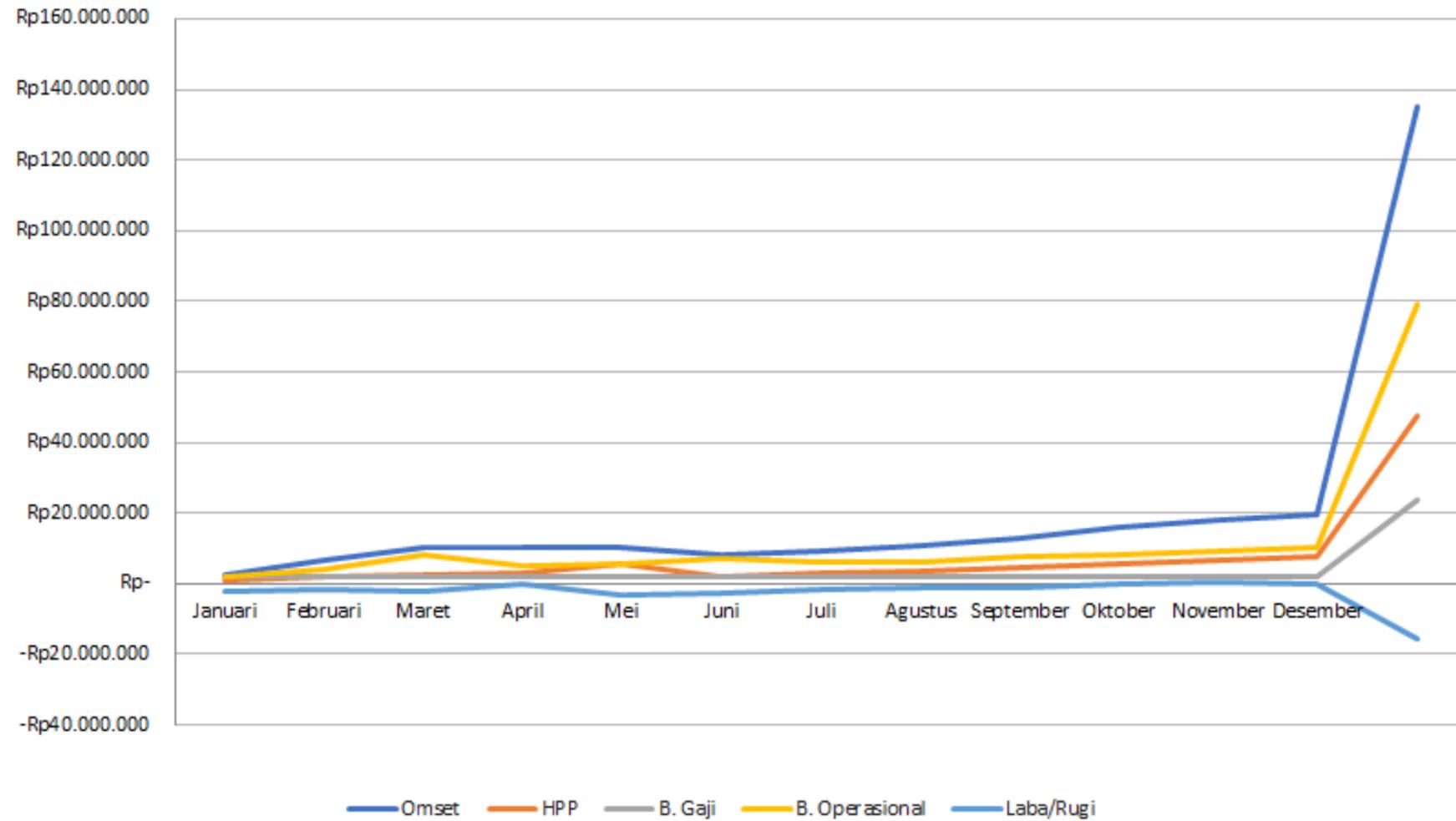


## Promotion

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"

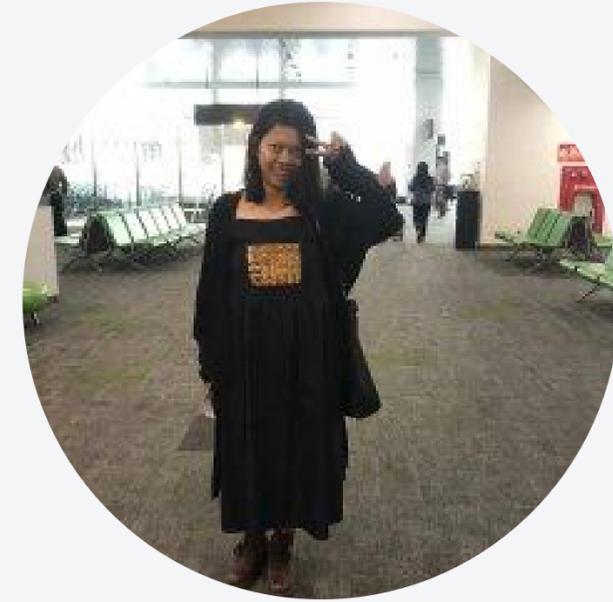
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MEET THE TEAM



Firman Setyaji

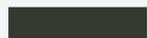
Founder  
Production  
Management



Astaria Eka Santi

Business Development  
Marketing  
Management

**Who Are We?**



## Homebase Address

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

## Phone Number

089672310671

## Email Address

handmade@bengokcraft.com

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**OUR CONTACT DETAILS**

**Let's Talk**

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