CRUX PROJECT **BUSINESS DEVELOPMENT STRATEGY FORMULATION**

INTERVIEW PROTOCOL & INTERVIEW TRANSCRIPTION

Narendra Bagaskara Esya Putra 2201823486

Entrepreneurship Department

BINUS Business School Undergraduate Program

Bina Nusantara University

Malang

2022

INTERVIEW PROTOCOL (OWNER)

Research title : Crux Project Business Development Strategy Formulation

Date :

Place :

Interviewer :

Source :

A. Text Before Interview

Introducing my name is Narendra Bagaskara Esya Putra. I am a student of the entrepreneurship study program at Bina Nusantara University, Malang campus. I would like to thank you for being willing to participate in my research interview. As I mentioned to you earlier, my study seeks to recommend the formulation of Crux Project's business strategy using internal and external audit approaches, SWOT and QSPM alternative strategies. My interview today will last about an hour and I will ask you about the company's vision and mission, business processes, internal factors, and external factors.

[Review the aspect of the approval form]

Do I have your consent or permission (or not) to record video and or audio of our conversation?____Yes ___No

If yes: Thank you! Please let me know if at some point you want me to turn off the recorder or keep something you said *off the records* .

If not: Thanks for letting me know. I'll just take notes from our interview.

Before we start the interview, do you have a question for me? [Discuss questions]

If any questions arise at any point in the study, you can feel free to ask them at any time. I will be very happy and open to answer your questions.

B. Interview Text

1. What do you think your figure looks like?
2. What do you think are your strengths?
3. What is the name of the business that is being undertaken and in what field?
4. What opportunities do you see that will allow you to set up this business?
5. What is your role in this business, and do your strengths have anything to do with your role?
6. When did you start this business and what is the progress like now?
7. As CMO and CFO, what are the main problems you are facing?
8. What was your vision and mission when building this business?
9. In your opinion, what is the best strategy that can be applied in your business in order to answer the main problems in your business?
10. In your opinion, what political factors can affect your business?
11. In your opinion, what economic factors can affect your business?
12. In your opinion, what social factors can affect your business?
13. In your opinion, what technology factors can affect your business?
14. In your opinion, what are the business competence factors that can affect your business? (e.g. new business, new product, supplier , and business competitor)
15. How do the management function factors occur in your business? (examples such as planning, organising, motivation, staffing, and business control)
16. How does the marketing factor happen to your business?
17. How do financial factors happen to your business?
18. How do production and operational factors happen to your business?
19. How do information systems management factors occur in your business?
20. How does the research factor happen to your business?

C. Interview Closing Text

Before we conclude this interview, is there anything about your business strategy, internal factors, and external factors to your business that you would like to share?

Thank you for your time and willingness to answer my interview.

Interview This protocol was adopted from Castillo-Montoya (2016).

INTERVIEW PROTOCOL (CONSUMER)

Research title : Crux Project Business Development Strategy Formulation

Date :

Place :

Interviewer :

Source :

A. Text Before Interview

Introducing my name is Narendra Bagaskara Esya Putra. I am a student of the entrepreneurship study program at Bina Nusantara University, Malang campus. I would like to thank you for being willing to participate in my research interview. As I mentioned to you earlier, my study seeks to recommend the formulation of Crux Project's business strategy using internal and external audit approaches, SWOT and QSPM alternative strategies. My interview today will last about an hour and I will ask you about the company's vision and mission, business processes, internal factors, and external factors.

[Review the aspect of the approval form]

Do I have your consent or permission (or not) to record video and or audio of our conversation?____Yes ___No

If yes: Thank you! Please let me know if at some point you want me to turn off the recorder or keep something you said *off the records* .

If not: Thanks for letting me know. I'll just take notes from our interview.

Before we start the interview, do you have a question for me? [Discuss questions]

If any questions arise at any point in the study, you can feel free to ask them at any time. I will be very happy and open to answer your questions.

B. Interview Text

1. How would you describe yourself? Such as origin, gender, profession, interests, character.
2. What are your reasons or motivations for buying tote products new bag /shirt?
3. What are your considerations in choosing and buying a brand of tote bag / T-shirt?
4. What problems have you experienced when using the tote bag / shirt?
5. Why did you choose to use a tote bag /shirt from Crux Project?
6. What are the advantages of tote products? bag /shirt from Crux Project?
7. What are the disadvantages of tote products? bag /shirt from Crux Project?
8. Do any political or legal factors such as a business license influence your decision to buy a tote bag /shirt from Crux Project?
9. Are there social factors that influence you to use a tote bag /shirt from Crux Project? For example in brand reputation , friend advice, testimonials, or just want a trend ?
10. Are there any technological factors that influence you to use the tote bag /shirt from Crux Project? Examples such as seeing reviews on social media, online stores , or news
11. Why are you willing/dare to use tote products bag /t-shirt from Crux Project even though a new product was launched ?
12. How did you find out about tote products bag /shirt from Crux Project?
13. Where do you buy tote products bag /shirt from Crux Project?
14. Is the product tote Bags / T-shirts from Crux Project are easy to get for consumers?
15. What do you think the price of the tote the bag /t-shirt offered by Crux Project is correct? Why?
16. What are your expectations when buying tote products bag /shirt from Crux Project?
17. Do you think the tote product bag / shirt from Crux Project has met your expectations?
18. Do you like the texture of the fabric of the tote Crux Project bag /shirt ?
19. What do you think of the designs offered by the Crux Project?
20. Do you have any suggestions from product and marketing to improve Crux Project's services?

C. Interview Closing Text

Before we conclude this interview, is there anything about your business strategy, internal factors, and external factors to your business that you would like to share?

Thank you for your time and willingness to answer my interview.

Interview This protocol was adopted from Castillo-Montoya (2016).

INTERVIEW TRANSCRIPTION

Interview Transcript 1

Research title : Crux Project Business Development Strategy Formulation

Time : 16.00 WIB

Date : 25/11/2021

Place : Online

Interviewer : Rintany Zulfah K

Source : Giani Kirana Cahyarani

1. What do you think your figure looks like?

As for myself, I consider people who are always challenged to come up with innovative ideas that I think can help problems that occur in the environment around me, for example, there is anxiety A and after I think about it, an idea appears.

2. What do you think are your strengths?

For my strengths, I consider that I am creative enough in the field of graphic design, to think of product ideas as well, often ideas A, idea B, and idea C come up. Besides that, I also consider myself a visionary , so I can see what opportunities might arise. will happen in the future.

3. What is the name of the business that is being undertaken and in what field?

For now, the business that I run is the Crux Project, and this Crux Project is engaged in clothing and apparel , such as providing clothes, clothing, and accessories such as bags, hats, socks, etc. If Crux is in scientific terms The crux is taken from the southern star constellation, for example, fishermen when sailing one of the navigations are the constellations and this Crux star is the direction to show the southern star, so hopefully the Crux Project can be a navigation for the public or consumers in seeking fashion inspiration .

4. What opportunities do you see that will allow you to set up this business?

Initially, the opportunity that our team saw from the Crux Project business began with the widespread application of regulations to reduce single-use plastic bags in retail stores such as Indomaret and Alfamart , from there it was quite disturbing, for example, single-use plastics began to be reduced, what do you want to use to carry groceries, after That's when the idea emerged, how to make a tote bag that is comfortable for shopping and fashionable , so that it can more or less answer the problems that exist in society, be flexible and comfortable, and then start expanding to other products.

5. What is your role in this business, and do your strengths have anything to do with your role?

My role for now is in the marketing and finance department, because currently there are only 2 people in this business who hold concurrent positions. For the advantages, I think maybe because I consider myself creative and new ideas emerge, I think it is suitable for me. graphic design on instagram or maybe tiktok can cover or even download support to get revenue

6. When did you start this business and what is the progress like now?

For this business, it started a year ago from the heat of the pandemic, for now the progress is ok , sales have started and are starting to be consistent even though they were already active but still not consistent

7. As CMO and CFO, what are the main problems you are facing?

From the CMO's perspective, the problem that is often encountered is how to convert from this existing engagement to sales, that's the first problem. The second problem CMO must dwell on content automatic creating requires frequent brainstorming so more or less you have to be diligent in looking for ideas to produce content. For CFOs, maybe the problem is in the recording, for example there are transactions A, B, C, they often forget if they are not reminded, for example, there is a transaction A forgot to record on the same day, so when you need something urgent , you get confused.

8. What was your vision and mission when building this business?

For a vision from crux project wants to be one of the agents of change is so in preserving the economy, meaning the economy around it. And become an agent of change in preserving the culture of the archipelago. For our mission, we strive to offer up-to-date products with designs that contain Indonesian culture, creating optimal market opportunities with market research and using social media. Furthermore, we strive to contribute to the economy and also encourage the movement of the economy through the empowerment of local tailors and other local SMEs. Furthermore, providing after- service sales good service to consumers so that in the future it can increase the potential for repeat orders. Furthermore, it can strive to use production steps that are efficient but still environmentally friendly.

9. In your opinion, what is the best strategy that can be applied in your business in order to answer the main problems in your business?

From the CMO's point of view, they start diligently seeking insight from people who are considered potential customers, often asking questions about anxiety, because usually content can also depart from anxiety in terms such as sounding . From the CFO's strategy, for example, after making a transaction, it must be recorded on the same day or as soon as possible. And the conversion strategy from engagement to sales has to start doing research again

10. In your opinion, what political factors can affect your business?

Political factors from local government policies in enforcing rules for stopping the use of single-use plastic bags in retail stores are quite influential in business, so that the provisions from the government are enough to boost *demand* for tote bags. bags or bags that can be recycled.

11. In your opinion, what economic factors can affect your business?

From an economic point of view, maybe in terms of pricing because out there are those who sell tote bags a good bag but the price is not affordable so we are trying to provide a tote bag Bags that are quality, fashionable , and still affordable so that they can more or less compete in the market share can be rations. As for the pandemic, it certainly has an impact because apart from politics there are regulations to reduce plastic bags, but on the other hand, students who are indeed the main targets of the Crux Project are told to go online so that the target consumer demand decreases, so you must be smart," aiming RnD its again

12. In your opinion, what social factors can affect your business?

From these social factors, on average, people such as students who are our target consumers, the average income is not as big as working people, but they are mature enough to want quality goods, so we try to provide new breakthroughs such as bag innovations that can be customized as desired. they

13. In your opinion, what technology factors can affect your business?

What is most noticeable is in the field of social media and e- commerce , so these two things are quite helpful in marketing the Crux Project, if social media can be a means for sounding and achieving engagement with target consumers and besides that we can also do RnD related to the interests of current target consumers. like what. In terms of e- commerce Crux Project does not need to spend a large budget to rent a shop and sales via e- commerce are quite helpful even throughout Indonesia

14. In your opinion, what are the business competence factors that can affect your business? (e.g. new business, new product, supplier , and business competitor)

What is most noticeable is on the supplier side , so before that there was an error from the Crux Project, so they only depended on one supplier so they didn't add references to other suppliers , because the materials were good and the prices were okay, so they were reluctant to do research on other suppliers . But you should also research other suppliers because if you depend on one supplier , when he finally raises the price, we automatically get confused (confused) like it or not, with a high price, we buy it, even though for example, if you want to increase suppliers , the price can be cheaper than the supplier . beginning. From the business competition, quite a few sellers appear tote a cute bag that has a unique value , and this is enough to give a breath of fresh air to the world of tote bag So we are also excited to innovate products that are even better than the previous one, at least to be able to compete with other competitors .

15. How do the management function factors occur in your business? (examples such as planning, organising, motivation, staffing, and business control)

For planning, maybe because I am in the marketing and finance department, for the marketing department, for the beginning of the week or the beginning of the month, it is already planned for the content you want to upload and the strategy you want to do that month. And also take advantage of several media tools such as Instagram content creators can at least help Crux Project so they don't get confused about organizing the uploaded content . So let's organize the content so that it is scheduled so that the Crux Project also uses Instagram content the creator can already be set at a later date and automatically uploaded . From a financial point of view, do budgeting , for example for how much marketing , production, and RnD , if for financial organization use help from Excel and accounting applications.

16. How does the marketing factor happen to your business?

If now you have started consistently uploading on Instagram like once every 2 days and then uploading every day story at least 5x a day, then branching and expanding to tiktok and twitter to increase the chances of converting engagement to sales.

17. How do financial factors happen to your business?

So far, there have been revenues and transactions have occurred, to record transactions using excel and using the help of accounting applications. Continue to be re-matched every month like HPP costs, because the price of raw goods such as cloth for each week changes so it must be updated and checked frequently and recheck HPP costs. Actually to replace the selling price is *the last thing that we want* , the last thing we want to do but what can we do.

18. How do production and operational factors happen to your business?

For production and operations so far, because reflecting on past mistakes that only depended on one supplier , it was a mistake, every time you want to make product A or other products, Crux Project tries to increase supplier references so that in the future it can be safe when demand started to rise.

19. How do information systems management factors occur in your business?

In terms of marketing , maybe it's like a database from those who are connected and involved in social media, usually it can be seen in Instagram Insights and then from a financial point of view it is recorded using excel so after the transaction we enter from the purchase receipt and record it directly into excel . And Shopee can also see how many people have seen the page online our shop .

20. How does the research factor happen to your business?

For research, from the Crux Project itself before launching the product, it has gone through research many times until it is finally deemed market fit, for market fit it is also not necessarily only from one side but departs from the closest person, is it worth selling or not and also through research on Twitter , although not directly, it can only be seen because sales are both online .

Interview Transcript 2

Research title : Crux Project Business Development Strategy Formulation

Time : 18.00 WIB

Date : 25/11/2021

Place : Online

Interviewer : Rintany Zulfah K

Source : Narendra Bagaskara

1. What do you think your figure looks like?

I see my figure as a semi-ambitious person and secondly moody often change his mind, and thirdly I feel that I am steadfast in the sense that when I want something I have to get it.

2. What is the name of the business that is being undertaken and in what field?

For my business, I have a business called Crux Project, this business is engaged in clothing and apparel or in Indonesian convection. The name Crux itself is one of the constellations or constellations in the south, why do we take the name Crux because Crux itself is a star that is often used by fishermen when they get lost after looking for fish. The philosophy we want to apply is that when we build a business, for example the Crux Project, this is another convection business that can make us a benchmark in the fashion field when we start to get confused and lose direction.

3. What is your role in this business, and do your strengths have anything to do with your role?

For the role I took in the Crux Project business, I served as CEO and COO, one of the advantages maybe I am a firm person, when I want plan A, then I have to complete plan A, well that relates to my role at COO. For example, when there is a project that wants to make a tote bag new bag , like it or not, we also have to do research, validation, and production so we have to start and finish whatever the results are

4. When did you start this business and what is the progress like now?

Crux Project has been running since mid-2020, in mid-2020, my partner and I have started to come up with the idea of creating a business that is engaged in convection, so progress was still limited to totes . bag and make innovations in the tote bag in the design, lining, and other product design sections. But now it has started to develop not only in the tote bag but also sells oversized t-shirts

5. As COO, what are the main problems you are facing?

I answered specifically from a COO perspective, more often than not there is a problem finding the right supplier for crux projects . Because when the supplier has obstacles or is unreliable to be used as a supplier , this chain , he fears will hamper operational activities in the production sector.

6. What was your vision and mission when building this business?

Vision:

Become an agent of change in preserving the economy and culture of the archipelago.

Mission:

• Offering up-to-date accessories products with a distinctive design of Indonesian culture.

- Creating optimal market opportunities by using market analysis and the use of social media.
- Contribute to the creative economy and encourage the movement of the economy by empowering local tailors and SMEs fairly trade .
- Provide good service and after sale services to consumers so as to allow for repeat orders.
- Using production steps that are still efficient but also environmentally friendly.

For this vision and mission we used to want to be agents of change in preserving the economy and culture of the archipelago, in other words, there are many SMEs or local tailors who lack demand and need work in this pandemic, because their needs remain stable but their incomes have decreased so we are thinking of empowering them through our vision and mission earlier.

7. In your opinion, what is the best strategy that can be applied in your business in order to answer the main problems in your business?

In my personal opinion, to solve supply problems chain has actually been thought of because it must be denied that our previous strategy did not meet expectations because our suppliers used to raise prices and we could not follow suit. Finally, our current strategy is to start preparing several fabric suppliers

8. In your opinion, what political factors can affect your business?

The government has made regulations in several areas such as in Bali, Kudus, and possibly later in the Jakarta area to reduce the use of plastic bags, which from these regulations lead to environmental friendliness from there we see an opportunity to present tote products. this bag as a substitute for plastic bags, from the regulation greatly affects this business, in other words, the regulation came up with an idea to create a tote product this bag .

9. In your opinion, what economic factors can affect your business?

Personally, like it or not, because of this pandemic, income has decreased and people have started looking for ways to make money, from that their needs remain the same but income has decreased and this has an impact on our sales. If there was no pandemic and their income remained stable it might also have an impact on our sales. From the economy, I think the demand remains the same but the income has decreased.

10. In your opinion, what social factors can affect your business?

trend changes , especially in the current era, many millennials like to express themselves, but there are still some who like to express themselves with local culture but still haven't found a place. It is from these social factors that encourage us to preserve the culture of the archipelago, with the thought that many millennials actually like the culture of the archipelago but there is no place to express it, that's where social factors can affect business in terms of sales and marketing .

11. In your opinion, what technology factors can affect your business?

The first is from the production section, we have used modern tools and not full manuals. Furthermore, from the marketing department, we have started using social media, so it is not limited to offline but also in online media

12. In your opinion, what are the business competence factors that can affect your business? (e.g. new business, new product, supplier , and business competitor)

I put more emphasis on suppliers and new business. In terms of suppliers , this greatly affects the business performance of this Crux Project if supply the chain from the supplier is hampered, so inevitably the production activities will be hampered. Meanwhile, from a new business perspective, we

have started to prepare reseller and dropship programs because we are the first hands in convection, it is clear that new businesses such as resellers and dropship greatly affect the Crux Project business.

13. How do the management function factors occur in your business? (examples such as planning, organising, motivation, staffing, and business control)

Now this is starting to be different from the previous management function, so in the past we didn't prepare many plans so we immediately executed them when there was a plan, because of that, it became a lesson for us to be able to prepare a plan or backup plan when it didn't meet the target. Unlike the current one, for now we are starting to make various plans, with this we can minimize the level of loss from the plans we made.

14. How does the marketing factor happen to your business?

Alhamdulillah for now it has started running and progressing , for marketing itself we have started to be consistent in uploading content and uploading materials for marketing media and also gaining awareness from the public as well, for marketing itself, actually it has been running for a long time but is still not consistent, but for now it has started to be consistent and positive progress

15. How do financial factors happen to your business?

We still rely on personal finances, but for now, thank God, the finances have started to spin and have started to make progress starting from income and expenses so it's like being able to start being independent to support this business on their own.

16. How do production and operational factors happen to your business?

We also work together for production with channels from our convection, for the production itself what we can note as progress is quality control , where every item that we have produced we still check the quality and what kind of innovation, but from the production details we use a third party or channel in our production department.

17. How do information systems management factors occur in your business?

For now we have started to go online starting from financial records, planning and planning , we have also started using cloud services such as Google Drive and OneDrive as storage, and also use cloud - based editing applications such as Canva , so for now the management of the information system has started all online and rarely uses media offline like pen and paper

18. How does the research factor happen to your business?

I focus on production research, for this production research, when we want to carry out production activities, we initially research what this trending product looks like and can be accepted by the market through competitors or similar companies. This research is continuous , not just once , so after doing this production activity, we evaluate and validate so that we continue to carry out RnD activities .

Interview Transcript 3

Research title : Crux Project Business Development Strategy Formulation

Time : 20.40 WIB

Date : 21/12/2021

Place : Online

Interviewer : Narendra Bagaskara

Source : Muhammad Rizky

1. How would you describe yourself? Such as origin, gender, profession, interests, character.

I'm Muhammad Rizky, I'm originally from Bekasi, Male, now a final semester student, and I'm interested in something that smells of technology, and my character is cheerful and likes to liven up the atmosphere.

2. What are your reasons or motivations for buying tote products new bag /shirt?

I'm a person who prefers to wear t-shirts when I leave the house, so I also have to have a lot of t-shirts in stock, so I stock up on t-shirts when I leave the house.

3. What are your considerations in choosing and buying a brand of tote bag / T-shirt?

For the main thing, I prefer quality, if the t-shirt usually has graphics or pictures, I usually choose that too, if the brand also has considerations to choose.

4. What problems have you experienced when using the tote bag / shirt?

What I often find is that the quality is random , I've bought from the same brand , sometimes the quality is good, sometimes it's bad, maybe it's standardized, but maybe there are one or two products that have an error , maybe I'll get that one again. So it's more towards quality control

5. Why did you choose to use a tote bag /shirt from Crux Project?

Because this shirt from Crux Project he offers oversized shirt , I've never tried oversized This shirt , and after I bought it, it turned out to be good and the graphic or image on the back was interesting and I chose to try using a shirt from the Crux Project.

6. What are the advantages of tote products? bag /shirt from Crux Project?

The first is the material, it's very comfortable to wear, smooth and doesn't itch, it's cool too, the picture quality is also good so it fits, so I prefer the shirt material.

7. What are the disadvantages of tote products? bag /shirt from Crux Project?

For the drawbacks that I bought, I got the product if I think the neck hole for inserting the head is a little narrow, maybe from standardization the size can be adjusted more. Besides that, maybe because I'm used to buying t-shirts at 70-80, maybe for me the first time I bought this product the price might be a little higher than the others, but on the other hand the quality is also good, bro.

8. Do any political or legal factors such as a business license influence your decision to buy a tote bag /shirt from Crux Project?

As for me, I used to have the thought that I always buy products from big brands , yes, but the more I come here, the more I see companies that are just start-ups , it’s like having a mas. This is quite interesting, if in fact a business license is not a concern . me or not my main concern, but more my main

concern is in the product itself, the point is the product is good or not, I think if it's good I buy it. So there is still no legality factor that influences the decision

9. Are there social factors that influence you to use a tote bag /shirt from Crux Project? For example in brand reputation , friend advice, testimonials, or just want a trend ?

brand reputation , the second is also a friend's advice that I usually follow, and the most important thing is testimonials from other buyers, what kind of product is it, and that's what I take into consideration when I try the product, if it's a trend I don't follow it, but the three are my main factors in buying products at Crux Project.

10. Are there any technological factors that influence you to use the tote bag /shirt from Crux Project? Examples such as seeing reviews on social media, online stores , or news

It's because I'm an easy person, for example, when I saw the product on the Crux Project Instagram, I was interested, that's why I bought it. So if you ask whether there are technological factors that influence me, yes.

11. Why are you willing/dare to use tote products bag /t-shirt from Crux Project even though a new product was launched ?

The first is a friend's suggestion, the first and foremost is a friend's suggestion and after I tried it, it turned out to be delicious, meaning no regrets at all, bro. So why do I want to buy because yes, that's a friend's suggestion.

12. How did you find out about tote products bag /shirt from Crux Project?

That was from a friend, and also from social media I also followed and I was interested in buying it, so from word of mouth and social media.

13. Where do you buy tote products bag /shirt from Crux Project?

I pre -ordered yesterday at the Expo in Matos and paid checkout via shopee

14. Is the product tote Bags / T-shirts from Crux Project are easy to get for consumers?

I think it's easy, because these people already use e- commerce , most of them are familiar with e-commerce , especially shopee , from that, I think it's easy to get this Crux Project and plus there is a promotion on Instagram which I think is interesting so it can attract people to buy .

15. What do you think the price of the tote the bag /t-shirt offered by Crux Project is correct? Why?

In my opinion, I don't know what the company's calculations are, but from a consumer perspective I'd say it's a little higher, but we also as consumers don't know, maybe there are other considerations or if the ingredients are good and the quality of the work which is good so that it affects the selling price, bro.

16. What are your expectations when buying tote products bag /shirt from Crux Project?

I hope that I can get a good product that is compatible with big brands , the same as big brands , and yesterday I bought one and I think it's good and appropriate.

17. Do you think the tote product bag / shirt from Crux Project has met your expectations?

It's okay, because the first time I read the product, it's oversized shirt , well, it's exactly what I expected, in terms of graphics, and the picture is good in my opinion, so it's in line with my expectations.

18. Do you like the texture of the fabric of the tote Crux Project bag /shirt ?

I like it because it's soft, cool, cool too, and doesn't make you hot when you wear it, just nice, mas I like it.

19. What do you think of the designs offered by the Crux Project?

I also like the design, maybe if it's better, I can add more designs, more varied.

20. Do you have any suggestions from product and marketing to improve Crux Project's services?

My advice is to say maintain the current quality of the product and if it can be improved again, now I say it's good, but if it can be improved even better, maybe add a variety of products. From social media, I don't think so, because I see it's good, bro, for promotions, you can hold events or promotions.

Interview Transcript 4

Research title : Crux Project Business Development Strategy Formulation

Time : 22.35 WIB

Date : 21/12/2021

Place : Online

Interviewer : Narendra Bagaskara

Speaker : Stephen Dwi

1. How would you describe yourself? Such as origin, gender, profession, interests, character.

My name is Dwi, I'm from Malang. My current profession is in college, but while I'm working on a side business, my interest is fashion .

2. What are your reasons or motivations for buying tote products new bag /shirt?

First, it's definitely a trend, because we also follow trends , if for example we can follow trends , we can match my previous interests, that's fashion . So one of my pulls so that I can be more enthusiastic and better in the fashion world is to follow trends . Then the second one, maybe the feeling is that, I have a lot of clothes, rich items, can I add clothes, what color do I want, what style of clothes do I wear so that the style I wear is different to fashion like that. Then if the tote bag is the way I carry my things or if for example a simple and safe bag is a sling bag . For example, if it's like going to campus or going to carry things that are quite large, maybe I can use a tote bag .

3. What are your considerations in choosing and buying a brand of tote bag / T-shirt?

Okay, the first consideration is that the quality is indeed better, although the price is a little more expensive, but the quality is OK and the packaging is also okay, I bought it. Then the second one is also the price, sometimes I see that for example there is a promo and the quality is okay, it's immediately beaten. Indeed, the character is the same as people, if for example there is a promo, let's see first the goods are really okay to have or promos but the goods are rejected , right ? .

4. What problems have you experienced when using the tote bag / shirt?

So far, it's been mainly t-shirts because there are so many people competing, especially in today's world, they want to display a good product. They say it's 100% cotton, but when the item arrives , it doesn't match our expectations. The item isn't 100% cotton either because it's based on In the previous product, I really knew which one was 100% cotton, which one was a blend, and there were some who claimed that this was good and not what I expected. I'm more concerned with the material though. Because myself, that's what I meant to use it for and I feel comfortable wearing it that way, so if the material itself doesn't suit me, it's better not to use it.

5. Why did you choose to use a tote bag /shirt from Crux Project?

The first is because this Crux Project from its design is really the result of their hands which does not violate copyright, that's the most important thing. Then the second advantage is that it can also be custom made , for example, oh this cut does not fit or I want the neck to be requested like this or the arms are made oversized , it can be done in the Crux Project, that's what I like about the Crux Project. Then if it's from a tote bag is also the same so like we can customize The request is to make a motif like how. Also, how big is it so that everything can be screened as soon as possible. So, the concern is more towards being customizable and flexible

6. What are the advantages of tote products? bag /shirt from Crux Project?

Yes, as I previously explained , so the first one can be customized starting from the screen printing design and the cutting pattern design . it can too. Then the second one, the service is quite friendly, it's also good for us to continue to consult the products that I can sell again, that makes both profit from me, I'm also lucky to be able to resell this product, it's still okay to resell and from the consumer side I'll be too Satisfied with me selling even higher prices.

7. What are the disadvantages of tote products? bag /shirt from Crux Project?

Maybe the 30's, 24's variants can be added , yes, then we can also choose the fabric material which seems better, so it looks like something is really for the middle premium until up and some are for standard middle to bottom so

8. Do any political or legal factors such as a business license influence your decision to buy a tote bag /shirt from Crux Project?

Yes, from my point of view , resellers are more concerned with product quality so that I can resell and I'm also here to get that profit for political legal issues, I don't think so, because I do not rule out the possibility that those who are just pioneering and just starting a business in the convection sector, especially hands first like this Crux Project, having good quality is better and can have more value like custom The cutting of the clothes really makes me recommend choosing Crux Project as the first-hand supplier , so even though there are big brands out there that already have names. Then, for example, if we take the supplier , the quality of the material is still lacking, and they can't be customized The cut we want is the same. I don't meet expectations. Later, I can't sell it anymore.

9. Are there social factors that influence you to use a tote bag /shirt from Crux Project? For example in brand reputation , friend advice, testimonials, or just want a trend ?

Okay, from social, maybe I prefer the word-of mouth because from word-of-mouth it really proves that for example a brand has high credibility, for example this Crux Project I also know from word-of-mouth My friends also became like they were promoting and they also gave testimonials from there, I know and in the end I chose Crux Project like that.

10. Are there any technological factors that influence you to use the tote bag /shirt from Crux Project? Examples such as seeing reviews on social media, online stores , or news

Yes, the first thing is from testimonials, the main thing to pay attention to is testimonials, then the second is from social media is it already available on shopee , if for example I want to send it directly to my consumers I can just like dropship from shopee and I get a profit more like free shipping and cashback too.

11. Why are you willing/dare to use tote products bag /t-shirt from Crux Project even though a new product was launched ?

Yes, the first one is because we both know the owner , they are really hard workers and keep on failing. It must be at the beginning and I really often see their progress and finally they dare to release the product and finally from there, it's okay for the product itself is quite worthy of resale, so I finally tried it and it worked for resale.

12. How did you find out about tote products bag /shirt from Crux Project?

Yes, the first one is from word-of-mouth and the second is from social media, so it’s word-of-mouth Friends, give recommendations and keep the same testimony from social media, it's also getting more and more active make the event was on Matos yesterday.

13. Where do you buy tote products bag /shirt from Crux Project?

actually bought this one offline and semi- online , so I whatsapped and suddenly it was delivered to the owner again. Online semi-semi you could say

14. Is the product tote Bags / T-shirts from Crux Project are easy to get for consumers?

Hmmm maybe for now I think it's still a little difficult for consumers to reach because we are now playing on social media online , if you can, you can focus on social media, multiply, and encourage more posts so that people know more, continue to use endorsements so that it becomes more exposed , it turns out that this artist has used it like that.

15. What do you think the price of the tote the bag /t-shirt offered by Crux Project is correct? Why?

Yes, in my opinion, for the price offered, it's very accurate, it's proven that I can also be a reseller too, so I started repeating orders at crux the project proves that the price is okay and can be resold. So in terms of resellers , the price is right

16. What are your expectations when buying tote products bag /shirt from Crux Project?

Okay, the hope is from buying products while maintaining consistency in quality and service, yes, that's the most important thing, because I often get it The supplier is the one who is difficult to maintain that consistency, so suddenly the ingredients change, or the service changes from what used to be fast slow response now response , so it also affects.

17. Do you think the tote product bag / shirt from Crux Project has met your expectations?

Yes, if all this time I honestly received it according to expectations, especially cutting that’s the most important things like someone asked for a cut something like this can be done by the Crux Project and according to the results, that's what I feel so far .

18. Do you like the texture of the fabric of the tote Crux Project bag /shirt ?

Yes, for the texture of the fabric itself, it's okay, and for the screen printing, sometimes I hold it really okay. It's okay

19. What do you think of the designs offered by the Crux Project?

Okay, in terms of design, it's also okay because it's minimalist and can be accepted by all circles, like young people, like old people it's still okay, but if I can give advice, give specialists to young people too because we know the demographics of young people It's very high, so make a young version of it like there is calligraphy or there are other illustrations that young people can accept, like it's more modern.

20. Do you have any suggestions from product and marketing to improve Crux Project's services?

Yes, the main advice I can give at this time for the Crux Project itself is to maintain consistency in quality and service because that is what consumers are most looking for at this time, and secondly, increase the marketing techniques used so that the Crux Project can also develop and be known by the whole community. Indonesia, then the last one might be innovation in its own products as I said earlier, if you can you can also target all segments like that. So if I can resell it later, I'm also targeting all segments like that

Interview Transcript 5

Research title : Crux Project Business Development Strategy Formulation

Time : 17.05 WIB

Date : 06/01/2022

Place : Online

Interviewer : Narendra Bagaskara

Source : Helena Hanindya Kartika Putri

1. How would you describe yourself? Such as origin, gender, profession, interests, character.

Okay, good afternoon, let me introduce my name Helena Hanindya Kartika Putri, usually called Helen or Helena, 28 years old from Yogyakarta, currently my profession is as a business teacher. lecture at BINUS@Malang in study program entrepreneurship and business creation , especially here , my position is as a business advisor , previously my profession as an entrepreneur I have several brands , first there was postcard and then there was BT bites , there was a boom shop , lastly in 2018 I have a Korean restaurant grill in Jogja you can check Gogi Grill Jogja on Instagram, until 2020 yesterday we had 2 branches but pandemic hit so it's pretty hard for me and my sister as a manager and business owner , was declining but so far we can still be successful, my interest is in several fields actually fast moving consumer goods , beauty industry , and food the industry is like that because that's my real hobby , everyone's hobby is eating, so continue my character, I describe myself as easy going person, he has a lot of friends and likes to snack and eat.

2. What are your reasons or motivations for buying tote products new bag /shirt?

It's funny, so of all the tenants yesterday , actually what I saw was one of the most creative ones, your product, with an interesting design, I also bought 2 shirts and a tote at that time bag yes, now this is a tote bag this one was just sent by my sister to New Zealand , later when I take a photo I'll give it to you, so for me as a consumer I really like creative product because I consider myself as a creative person too, so I saw your creative product, I was interested in buying it.

3. What are your considerations in choosing and buying a brand of tote bag / T-shirt?

From the creativity that continues to run out, the price of the product in my opinion is affordable , so it's okay to choose and buy and the quality is also okay, so it's because of creativity , price and quality.

4. What problems have you experienced when using the tote bag / shirt?

Some of those things, I've bought shirts like that, so the screen printing is gone , but yesterday I tried your shirts, I've washed them several times, no problem.

5. Why did you choose to use a tote bag /shirt from Crux Project?

Because your products are actually funny, the quotes are interesting and they're also very relatable , you know, so for me who likes creativity Actually , one of the most difficult things about today's products is relatable or relatability , if you can create a relatable product with the voice of consumers, I think it will definitely attract a lot of people.

6. Do any political or legal factors such as a business license influence your decision to buy a tote bag /shirt from Crux Project?

From me, I'm sure it's because of you that creative products are coming in, so what will definitely become an issue is the originality of the work, meaning from the quotes and then the design, you will also have to be more creative in the future , because as far as I know, clothing products like erigo they have graphics There are actually a lot of designers who actually work and they are very careful about that, so it's more towards copyrighting and design.

7. Are there social factors that influence you to use a tote bag /shirt from Crux Project? For example in brand reputation , friend advice, testimonials, or just want a trend ?

It's certain that, for example , word-of-mouth from friends, right? That's why it's really important for friends from Crux to be able to have loud word-of-mouth , too, that my product is creative, you know, and other friends will recommend it because I'm rich too, if I buy that dress I'll definitely look for references from my friends , it's like oh the clothes are cute, buy where I will ask, and that can also be done from friends Crux

8. Are there any technological factors that influence you to use the tote bag /shirt from Crux Project? Examples such as seeing reviews on social media, online stores , or news

So actually yesterday when I saw the exhibition I kept looking at your social media, at least it was well curated , because this is a fashion product , right ? brand need to be well-curated, so when you build your brand you also have to be careful because yes, it's easy if you sell clothes if you don't have a model, you think, what are you selling, right, or something like this fits me with this product, I'll caption it like that, right ? It also influences people's decision to buy, right?

9. Why are you willing/dare to use tote products bag /t-shirt from Crux Project even though a new product was launched ?

Because it's creative and funny too, it means like your caption , your “geprek” copywriting Reality is relatable to me, right, and I really hope you can continue it .

10. How did you find out about tote products bag /shirt from Crux Project?

From the exhibition, there is nothing else. I also just found out recently and just met my 2022 friends , who yesterday I handled the exhibition and actually you were a bit late because you were still printing , but it turns out you come with good the product is so good.

11. Is the product tote Bags / T-shirts from Crux Project are easy to get for consumers?

For sure and you just need to use the marketplace or existing events if you can join the exhibition and of course because this is a fashion product , it needs updating, right, so you need to come with a fresh That's a more attractive design , that's more interesting copywriting , so it must be updated frequently .

12. What do you think the price of the tote the bag /t-shirt offered by Crux Project is correct? Why?

In my opinion, at that time, it was actually quite affordable , but my friends come up with that The price is based on separate research, so it depends on which class you fall into and it can be adjusted according to the materials you use, for example, t-shirts and screen printing materials, right, in my opinion, they are quite affordable .

13. What are your expectations when buying tote products bag /shirt from Crux Project?

Durable for sure, meaning that it lasts because it’s a screen-printing shirt, if it's screen printing, that's the problem if it's ironed and washed, if for example your screen printing isn't okay, it's definitely lifted up and lost, destroyed like that and becomes a plain t-shirt, right, so it’s durable , comfortable, definitely value for us to wear clothes or clothes. The shirt , of course , must be fit and comfortable, absorbs sweat

because it's a cotton shirt, so if it’s a tote bag if functionally it fits my daily needs but is also cute in design.

14. Do you think the tote product bag / shirt from Crux Project has met your expectations?

It's quite as expected, if I may suggest the black shirt, I prefer the yellow shirt material, which is softer than cotton combed 30's, the cream or light yellow, rich in cannery yellow, I prefer the thicker one, for the black one I like the design but the material prefers the beige so I prefer thicker material, but come back to that Everyone's preference is different, it doesn't matter .

15. Do you like the texture of the fabric of the tote Crux Project bag /shirt ?

It’s okay if it's a t-shirt, but yes, if it's black, I don't really like it, because my preference is for thick and smooth ones, because it absorbs sweat more, but if the shirt fits well, it's a bag . far does not exist.

16. What do you think of the designs offered by the Crux Project?

It fits by design.

17. Do you have any suggestions from product and marketing to improve Crux Project's services?

product is good, but all you must do is improve your ordering service and make it more interesting on the marketplace just , the promotion is also boosted again.

Interview Transcript 6

Research title : Crux Project Business Development Strategy Formulation

Time : 13.31 WIB

Date : 07/01/2022

Place : Online

Interviewer : Narendra Bagaskara

Source : Naura Vechi

1. How would you describe yourself? Such as origin, gender, profession, interests, character.

Okay, so my name is Naura and if I'm interested in fashion , if the fashion is more streetwear and Japanese, and my profession now is a DKV student

2. What are your reasons or motivations for buying tote products new bag /shirt?

Usually it's because firstly, sometimes it's because people are trending, the shirt looks like a gift , so because the trend seems to have an effect, and secondly, the motivation comes from the design. If there's a shirt with a good design, I'll buy it. So I prefer it because of the trend and design

3. What are your considerations in choosing and buying a brand of tote bag / T-shirt?

Usually I look for the material of the t-shirt that is comfortable or not, I prefer the material and quality and comfort of the t-shirt.

4. What problems have you experienced when using the tote bag / shirt?

I didn't buy it before, but the quality of the screen printing was lacking, so when I washed the screen printing came off like that, the same time I bought a t-shirt so the design was good, the screen printing was good but the shirt was so hot, so if you wear it it looks like it's hot so it becomes it's not that comfortable, it's the same size Sometimes it's size M but it's still too small. It means that the problem is in the screen printing section , the quality of the material, and the size is not suitable.

5. Why did you choose to use a tote bag /shirt from Crux Project?

The quality of the screen printing material is good and steady, I'm using it now. So I chose this product because the material is good and the screen printing is okay.

6. What are the advantages of tote products? bag /shirt from Crux Project?

One, the shirt is very comfortable to wear, especially for me, the size is oversized and the oversize is solid. Both of the screen printings are okay and comfortable, at that time I was afraid of the screen printing, why did it turn out that when it was washed it was very safe and until now it is still safe. And also for the quality of the fabric, it's good, even though the hot air is windy, it's still cold like it's like that, the other one can custom the design and the admin is good. That means in terms of products that are already okay and service is okay.

7. What are the disadvantages of tote products? bag /shirt from Crux Project?

In my opinion, even though it can be customized , in my own opinion, if you join, for example, it's okay , Hehe . It's like, you guys, about the screen printing about the food, try it, for example, if the food is just an illustration, because now it's okay for people to use illustrations, for example, typical Indonesian food is illustrated and how it is laid out, because in my opinion, if For example, the picture of the food being pasted is not so attractive, plus the layout is so interesting. So it's more towards the design of the

illustrations. Overall, the idea is good, but all that's left is to play with the layout , because if all the food pictures are plain , I'm afraid that's how it is.

8. Do any political or legal factors such as a business license influence your decision to buy a tote bag /shirt from Crux Project?

As for me, yes, I don't see it from "it's really famous, I want to buy this" or not, I see it more in terms of quality and in terms of design, if it's from the brand or name, I don't really see it from there, it's more about the design and how is the quality of the clothes, the problem is not necessarily for example the brand is PT or what, but if the clothes are still lacking and the design is lacking, then how is it going to be. So legality doesn't really matter.

9. Are there social factors that influence you to use a tote bag /shirt from Crux Project? For example in brand reputation , friend advice, testimonials, or just want a trend ?

In my opinion, for example, sometimes yes, I usually see it from testimonials or if it comes directly, it affects me. Means more trust with people's testimonials.

10. Are there any technological factors that influence you to use the tote bag /shirt from Crux Project? Examples such as seeing reviews on social media, online stores , or news

Usually, for example, now it's more famous in an application called Shopee where buying and selling is easy, you know, it's the same, it depends on everyone, for example, like there is free shipping , it comes directly to shopee , I'm neutral.

11. Why are you willing/dare to use tote products bag /t-shirt from Crux Project even though a new product was launched ?

Because at that time I came and already knew the quality of the clothes was solid so it was gas. Because the quality feels okay, then I dare to buy it.

12. How did you find out about tote products bag /shirt from Crux Project?

First I know from the story friends , the same from the admin. It means that you know this Crux Project from social media.

13. Where do you buy tote products bag /shirt from Crux Project?

Directly on the day that yesterday there was an Expo , I immediately bought it there because I was able to custom my clothes. I'm happy.

14. Is the product tote Bags / T-shirts from Crux Project are easy to get for consumers?

In my opinion, it is possible, in a way like the Crux Project, it's like issuing new and interesting designs, it's possible, and moreover, being able to custom designs is even more possible.

15. What do you think the price of the tote the bag /t-shirt offered by Crux Project is correct? Why?

It's very appropriate in my opinion because of the price and quality, I think I've made it that’s the sense .

16. What are your expectations when buying tote products bag /shirt from Crux Project?

I hope that at that time I will wait I cannot wait, then it's like I hope the quality of the clothes is already comfortable, those who hope it will be more on the screen printing are like hoping that it won't fade when washed and won't fade so it matches expectations.

17. Do you think the tote product bag / shirt from Crux Project has met your expectations?

It's in line with expectations

18. Do you like the texture of the fabric of the tote Crux Project bag /shirt ?

Steady soul, already steady, good.

19. What do you think of the designs offered by the Crux Project?

Yes, like I said, the design is too plain, it's just the picture, but maybe in the future it can be explored again for that design.

20. Do you have any suggestions from product and marketing to improve Crux Project's services?

In my opinion, yes, it's like before, try exploring the design again, such as adding lay outing or not illustrations or not, it's like that, the same if for example following the trend what is it now, the same for social media, I suggest adding to tiktok , because tiktok now, everything has something to tiktok , so with tiktok it can also lift this product, in my opinion.

Interview Transcript 7

Research title : Crux Project Business Development Strategy Formulation

Time : 19.23 WIB

Date : 07/01/2022

Place : Online

Interviewer : Narendra Bagaskara

Speaker : Daniel Anando

1. How would you describe yourself? Such as origin, gender, profession, interests, character.

Okay, I'm Daniel Anando, a 19 year old male from Malang, originally from Malang, now I'm working on a thesis in my final semester, and I also have an internship at the Binus Campus. University , for my interest I like things that smell of logic, if for characters I have taken test results

2. What are your reasons or motivations for buying tote products new bag /shirt?

For me, it's more because the first is because of a condition that requires me to buy a t-shirt, for example there is an event with a certain dress code like that, the second is because I really like it when I find a shirt that I have enough, so I buy it and the price is okay. So because there is a certain event and there is such an event .

3. What are your considerations in choosing and buying a brand of tote bag / T-shirt?

For example, if I prioritize the first one, is it enough or not because my body is also quite big. The second is the price because what is certain is that if you can get it cheap, you will be happy, the third is the new color or model because I like dark or plain models like that. So the priority is in size and color.

4. What problems have you experienced when using the tote bag / shirt?

For example, if you buy rich in the market or cheap ones, right? Well, sometimes the size is n't there or the material is bad, it's easy to tear, or if you buy online the material is good but the size doesn't fit like that. So it's a bit difficult to choose the right preference .

5. Why did you choose to use a tote bag /shirt from Crux Project?

Because yesterday I saw the item firsthand and it turned out that there was a large size t-shirt that suited me and what's even more unique is that when I usually buy a shirt, it's usually 3XL or 4XL yesterday, it was XL . that’s enough, meaning it's really suitable for people who are large. Because of the size that fits.

6. What are the advantages of tote products? bag /shirt from Crux Project?

Okay because it can be custom Yes, for example, the design can be front or back, because if that's the case, we can choose whether we want to choose a shirt that focuses on style or a shirt that can make two kinds, if I choose the design on the back because I can make everyday t-shirts and if you want to be formal, just add more just a blazer like that, that's the first advantage and the second is that the material is good for an affordable price, the screen printing is also good like that.

7. What are the disadvantages of tote products? bag /shirt from Crux Project?

Because I just bought one product, I haven't found any drawbacks, while there are no drawbacks, only one thing, maybe it's because of my own factor, the neck is not big enough, but maybe it's because of my fat neck. So it's more about fitting the shirt.

8. Do any political or legal factors such as a business license influence your decision to buy a tote bag /shirt from Crux Project?

Apart from the Crux Project, for example, if I want to buy a t-shirt or a product like that, from a brand or a business, I don't really see the business license, as long as what is being sold is not illegal items such as stolen or prohibited items, I have no problem buying it. .

9. Are there social factors that influence you to use a tote bag /shirt from Crux Project? For example in brand reputation , friend advice, testimonials, or just want a trend ?

When it comes to buying t-shirts, I prefer to see testimonials from like someone who bought it from an online store, so I'll see the review That's how it is, or even more convincing if a friend says "this is good" I 'll try that, especially since that friend is a close friend and he also knows very well how I like it, so yeah okay if he says okay I'm okay too.

10. Are there any technological factors that influence you to use the tote bag /shirt from Crux Project? Examples such as seeing reviews on social media, online stores , or news

For me, it affects because more and more people review both on social media and on news, it means the product is really good like that, secondly, if there are lots of reviews in online stores, it means that usually real testimonial reviews from buyers, so it really matters. I believe in the reviews. like that anyway.

11. Why are you willing/dare to use tote products bag /t-shirt from Crux Project even though a new product was launched ?

Because I happened to see the item directly and knew what kind of item it was , I could immediately buy it because I'm the type if I saw the item directly and I was okay I immediately bought the item.

12. How did you find out about tote products bag /shirt from Crux Project?

Coincidentally because there was an Expo event in Matos The start -up expo , yes, when I looked around, I saw the Crux Project, so when I saw the shirt, it was okay, so I knew from there. That means from the Expo held by Binus on December 4th.

13. Where do you buy tote products bag /shirt from Crux Project?

Yesterday I bought it at the expo . So after seeing it, I immediately bought it.

14. Is the product tote Bags / T-shirts from Crux Project are easy to get for consumers?

Because actually I haven't tried looking for it myself but if for me during this Crux Project there was an Instagram, it would be considered easy for consumers to reach, for me anything that is on Instagram and easy to remember the name is easy for consumers to reach.

15. What do you think the price of the tote the bag /t-shirt offered by Crux Project is correct? Why?

For me, it's right because the price is in accordance with the materials used, the results are also good the quality of the fabric and the quality of the screen printing is also okay. So it's right.

16. What are your expectations when buying tote products bag /shirt from Crux Project?

The hope is of course that the shirt will last a long time so it can be used continuously, and after that, hopefully in the future if you need it again or if there are friends who need it, they can also be recommended as well, so I hope that the Crux Project will still be around until I need it again.

17. Do you think the tote product bag / shirt from Crux Project has met your expectations?

It's appropriate because when I put it on I looked in the mirror, oh it doesn't look that fat.

18. Do you like the texture of the fabric of the tote Crux Project bag /shirt ?

I like it because I'm the type who doesn't like heat, so the fabric isn't hot and it's comfortable to wear.

19. What do you think of the designs offered by the Crux Project?

Because yesterday the design that I got was the theme of Indonesian food, yes, that's also one of the things that caught my attention, I'm also a person who likes to eat especially Indonesian food, so I think the design offered is really good because apart from being funny and innovative, it can bring Indonesian local culture in the food category to the industrial world per shirt .

20. Do you have any suggestions from product and marketing to improve Crux Project's services?

If there are two suggestions, the first one might be a bit complicated. For example, if it's possible to customize it for the size of the shirt, for example, neck circumference, arm circumference, arm length, body length can be measured, that's better if possible, but if it's not possible, this is the second one. The advice is actually better if for example there are people who order a lot maybe they can be given a cheaper price because of course the customer will be happy if that's the case. Wholesale prices, especially this, for example, an organization or institution that wants to make uniforms, definitely need to make a lot like tens or hundreds, so if there is a cheaper price, it will come back again.

Interview Transcript 8

Research title : Crux Project Business Development Strategy Formulation

Time : 22.03 WIB

Date : 09/01/2022

Place : Online

Interviewer : Narendra Bagaskara

Source : Deovan Yunas Firmansyah

1. How would you describe yourself? Such as origin, gender, profession, interests, character.

Let me introduce myself, my name is Deovan Yunas Firmansyah, I'm originally from Batu City, I'm male, my profession is currently a student, then my hobby is maybe traveling or exploring potential in tourism like that.

2. What are your reasons or motivations for buying tote products new bag /shirt?

In my opinion, if the t-shirt is simple , it will be easier to use it, so it means that if you wear it, it's better to be comfortable wearing a t-shirt everywhere , which describes my confidence. So it's more to support self-confidence.

3. What are your considerations in choosing and buying a brand of tote bag / T-shirt?

The first thing you buy is the quality of the item, and then it's like describing if for example this color doesn't suit my skin color like that, so looking at the quality, you can also see if the item doesn't match what kind of design it is with me. So the first is quality, t-shirt color, and design.

4. What problems have you experienced when using the tote bag / shirt?

In my experience, yes, this is a bit funny, but how do you say it, at that time I bought a t-shirt at one place, only when the price was attached to the shirt (price tag) the hook is even though the brand that I think is a big brand and is well known to many people, when I bought the product the price was also at that time there was a promo but I bought the shirt because the model and design I like is simple like that but when I bought it I don't know why do i withdraw the price this tag suddenly the cloth has a hole so small, the hole is so small it's like that, even though the quality is supposed to be good, it's like more I believe because he has a big brand and is known by many people. The quality of the t-shirts is like "why is this" like that.

5. Why did you choose to use a tote bag /shirt from Crux Project?

Because in my opinion, from this Crux Project, the first thing I like is that it can custom design, just like we have creations from our thoughts that we can pour, so maybe I want the design like this. Yes, the Crux Project can provide solutions like that, when I need it. There are several reasons, for example, between this design and this, but the Crux Project also helps. It’s a great facility , in my opinion because not all brands have it like that, having services is also rare for now, in the Crux Project, it exists so I kind of feel that when we buy it, it's like "oh, there's a choice like this" there is a solution, how is it there, it's also solved by the owner and it's friendly in my opinion and really helpful. So because you can custom designs and friendly service

6. What are the advantages of tote products? bag /shirt from Crux Project?

That advantage, maybe from my opinion, if the quality problem is also good in my opinion, then from what I explained earlier, that he provides friendly service, we are helped, so it 's like we are given a solution to a problem, then the advantages are what I explained in the fifth point.

7. What are the disadvantages of tote products? bag /shirt from Crux Project?

Okay, in my opinion, as long as I look back at the history of the Crux Project until now, yes, I think it seems like more problems should be fixed, such as the design or the shirts, there are a lot of them, some are oversized , there are slim fit or something like that, maybe more variants of the catalog will be reproduced Again, because it is important to continue to be more stable in choosing product quality, maybe from the ingredients the material will definitely support it so it is even more stabilized like that. So because of the design and consistency of the product.

8. Do any political or legal factors such as a business license influence your decision to buy a tote bag /shirt from Crux Project?

In my opinion, I'm on the neutral side, so it's like as long as he has good qualities even though it's not very well known and yes, I said earlier that even big brands I have also experienced that there are things that I feel a little bit how, it's not sad, it's too bad not really, just feel Even big brands don't rule out the possibility of problems too, I'm on the neutral side even if it's from any product as long as it has good quality, it's not just a big brand , but we can see from its function that the quality is like that in my opinion. So legality factors such as business licenses do not really influence the decision.

9. Are there social factors that influence you to use a tote bag /shirt from Crux Project? For example in brand reputation , friend advice, testimonials, or just want a trend ?

First of all, I'm a person who actually has a style problem , it's monotonous, so it's like wanting to create or change appearances like that, motivated because I want to change what I look like, why do I look like this , so some friends say, try using this, use that, oh yes it’s true for example my friend Why don't we use this too , we try new things too, so that's not what it means , so it really affects if a friend also gives advice, for example, try wearing an oversized t-shirt like that, so I myself also feel comfortable like that so it's like it's okay .

10. Are there any technological factors that influence you to use the tote bag /shirt from Crux Project? Examples such as seeing reviews on social media, online stores , or news

It affects me, for example, looking at the online shop, yes, we see it from the rating continuously because I also have experience buying at online stores too, I chose to buy pants at the online shop but when the item arrived it didn't meet my expectations. once, it turns out that the rating also helps, then I also see testimonials or comments from people who have bought it, it turns out that the quality is this, it turns out that the item that came was not the same as what was drawn, and that in my opinion affects trust more, anyway, especially since what happened I got it wrong, it's like having trust That's how the issue happened, so it's like having to make a random choice , because I used to be careless too.

11. Why are you willing/dare to use tote products bag /t-shirt from Crux Project even though a new product was launched ?

Personally, why, I don't know, maybe we feel that the Crux Project gave birth to a brand where it 's like there's something I'm interested in there , you know , the main thing is when I also recently found out I tried it The new style in the Crux Project, which is also oversized , turns out to be comfortable for me, so it's not a problem that this product has just been launched , but rather it looks like he has something that really attracts attention.

12. How did you find out about tote products bag /shirt from Crux Project?

It's honest, if you know it's from my own friend, that's right, the owner it’s the owner. So get to know the owner firsthand.

13. Where do you buy tote products bag /shirt from Crux Project?

I bought it at the online shop , at shopee I bought a custom t-shirt at that time.

14. Is the product tote Bags / T-shirts from Crux Project are easy to get for consumers?

In my opinion, it's easy, it means we just have to wait for the pre -order , too. Actually pre -ordering is not a problem, just don't take too long.

15. What do you think the price of the tote the bag /t-shirt offered by Crux Project is correct? Why?

Whether it's right or not, in my opinion, it's in the middle between right and not really, because there are competitors out there who sell cheaper prices than the brand . There are also Crux Projects that are more expensive, so I think all of that needs consideration in choosing which item at this price does not match that quality, but if I look at this Crux Project, it does sell at an affordable price, so it's given choices from so many prices, so in my opinion more options.

16. What are your expectations when buying tote products bag /shirt from Crux Project?

So it means that before the item arrives, the hope is that it will meet expectations. We can't wait. For example, if we buy goods, we'll be like "Oops, when is this item coming", that's why this pre -order system is like creating anxiety , like "When will this be?" coming” but after it arrived it really matched the quality as well.

17. Do you think the tote product bag /t-shirt from Crux Project met your expectations?'

In my personal opinion, yes, from my rating 1 to 10 in 9, because the first item arrived as expected and continued to be used, it was also fit, meaning according to the size, meaning not to the point of being eccentric, meaning that it is still according to expectations, only from what I discussed at what point was it lacking, right? , it's more consistent in quality , but overall it's also appropriate.

18. Do you like the texture of the fabric of the tote Crux Project bag /shirt ?

In my opinion, the texture is also good, I just like the texture of the first shirt that I'm wearing, but the second one I commented on is consistent, but that doesn't mean the item I got is a bad item, the fabric isn't, it's just that it's still good I just personally prefer the first item like that.

19. What do you think of the designs offered by the Crux Project?

So that was the thing that I really liked about this Crux Project , it also offers various ideas, from design, I can also create what I have in mind to make designs in this Crux Project, it's very helpful and I really like it, honestly sometimes I want to buy people I'm confused, for example, if I want to buy clothes like this , where can I buy it, but with the presence of the services offered by this custom design, it really helps me in finding something I want. For example, I want something like this, "oh well, I want a design like this to be pressed ", continue like the owner He's also really good at that, you know , in designing he gives options like that, for example, we also have some rights that we give, for example, my idea is like this but in the backup there are also options so we feel helped there too. For now, there are no problems with the template.

20. Do you have any suggestions from product and marketing to improve Crux Project's services?

In my opinion, what should be improved further is the problem with the product, which was given more variants of the catalogs because to be honest, like I actually like the quality at Crux Project, it's just because the catalog is lacking so we feel like it might be improved even more because it affects the marketing strategy That's the way it is in my opinion, I focus more on the quality first, the catalogs used to be like that, but overall it's also good, it just needs to be improved more like that .