

BUSINESS PARTNERSHIP PROPOSAL

THUBA **x** Korean Fabric

Premium Indonesian Jubah Brand
Korean Textile Partnership

6+

YEARS
ESTABLISHED

7,000

PCS / MONTH

270M

MUSLIM
POPULATION

100%

DIGITAL ERP

Prepared by THUBA Management | August 2026
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1. Executive Summary

THUBA is a **proven Indonesian jubah (men's robe) brand** with 6+ years of production experience, currently manufacturing 4,000-7,000 pieces per month. We are seeking a Korean fabric importer as a strategic partner to supply premium Korean textiles for our growing product line.

The Opportunity

Korean Fabric Premium

Korean textiles command 20-40% price premium in Southeast Asia due to perceived quality and design superiority.

Massive Market

Indonesia: 270M+ Muslims, \$30B+ modest fashion market, growing 15-20% YoY.

Proven Brand

6+ year track record, established supply chain, full digital infrastructure (ERP/POS/wholesale).

Win-Win Structure

Revenue sharing model: Korea supplies fabric + co-funds marketing, THUBA handles production + sales.

Key Metrics

Metric	Current	Projected (12 months)
Monthly Production	4,000-7,000 pcs	10,000-15,000 pcs
Monthly Revenue	Rp 600-1,050 Jt	Rp 1,500-2,250 Jt
Average Selling Price	Rp 150,000/pc	Rp 175,000/pc (premium)
Online Channels	thuba.my.id + WhatsApp	+ Meta Ads + Google Ads
Wholesale B2B	Active (tier system)	Expand to 50+ partners

2. Market Opportunity

Indonesia: The World's Largest Muslim Market

270+ Million Muslims

4th most populated country globally. Massive demand for modest fashion, jubah, and Islamic wear year-round.

\$30B+ Modest Fashion

Indonesia's modest fashion market valued at \$30 billion+ and growing 15-20% annually.

Digital-First Buyers

190M+ internet users. Social commerce (Instagram, TikTok Shop, WhatsApp) drives 60%+ of fashion purchases.

Growing Premium Segment

Middle class expanding 5M+/year. Willing to pay more for quality fabric and brand reputation.

Why Korean Fabric in Indonesia?

- **Quality Perception:** Korean textiles are perceived as premium in Southeast Asian markets
- **Design Superiority:** Korean fabric patterns and textures differ from local alternatives
- **Price Premium:** "Korean Fabric" label commands 20-40% higher selling price
- **Brand Differentiation:** Stand out from thousands of local jubah producers
- **Year-Round Demand:** Not just Ramadan - daily prayers, Friday prayers, Islamic events, weddings

3. Why THUBA as Your Partner

6+ Years of Proven Track Record

THUBA is not a startup. We are an established brand with consistent production, real customers, and growing revenue.

Established Production
4,000-7,000 jubah produced monthly. 6+ year track record with consistent demand. Year-round, not seasonal.

Full Digital Infrastructure
Custom ERP system with POS, inventory, wholesale B2B, online storefront, and analytics. Dashboard accessible for transparency.

Online + Offline Channels
thuba.my.id with public storefront, WhatsApp orders, wholesale B2B system. Direct-to-consumer, no marketplace fees.

Growth Ready
Capacity can double with proper funding. Digital marketing infrastructure already built - need premium fabric + ad budget.

Mission-Driven Brand
20% of profits go to Islamic education (hafidz scholarships, orphans, widows). Not just business - a movement.

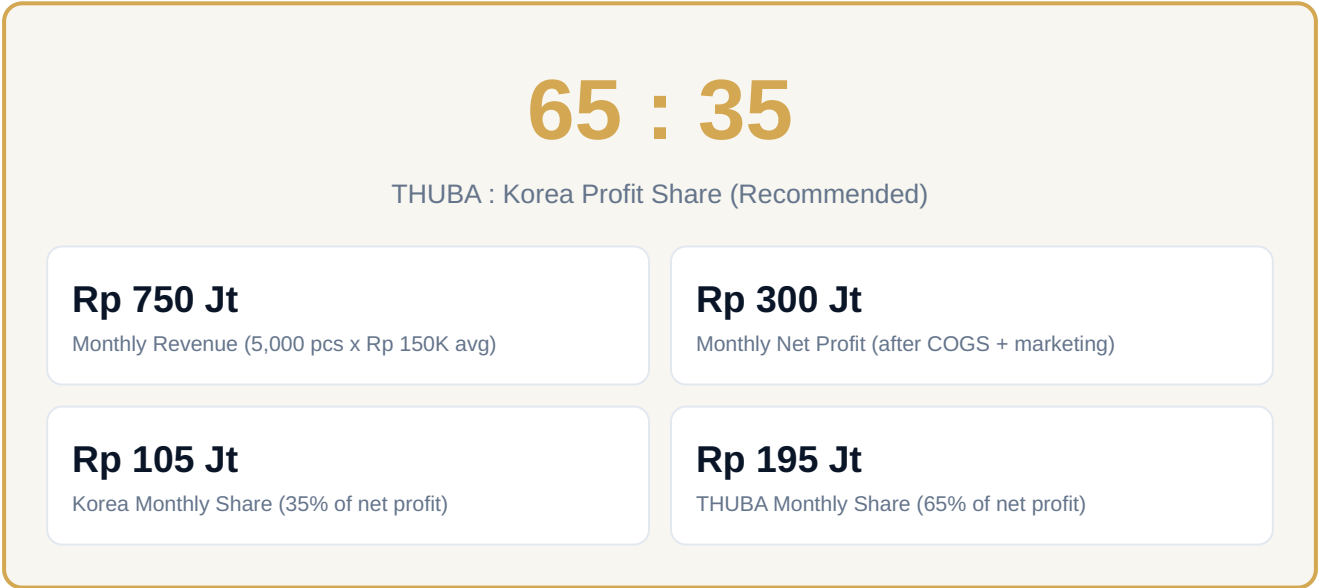
Trusted by Suppliers
Active vendor relationships, purchase order system, transparent accounting. We pay on time professionally.

THUBA vs Typical Indonesian Buyers

Dimension	Typical Trader	THUBA
Production Volume	200-500 pcs/month	4,000-7,000 pcs/month
Track Record	0-1 years	6+ years established
Payment Terms	Cash only	Structured (DP + cicilan)
Digital System	Manual / WhatsApp	Full ERP dashboard
Brand Value	No brand / white label	Established brand
Transparency	Cash only, no reporting	Dashboard shared
Long-term	One-time buyer	12-month+ partnership

4. Revenue Sharing Model

Korea supplies fabric + co-funds marketing. THUBA handles production + sales. We share the profit.



Cost Breakdown (Monthly)

Item	Amount	% of Revenue
Revenue (5,000 pcs x Rp 150K)	Rp 750 Jt	100%
Fabric Cost (Korean supply)	(Rp 225 Jt)	30%
Production (penjahit)	(Rp 150 Jt)	20%
Digital Marketing (co-funded)	(Rp 75 Jt)	10%
Net Profit	Rp 300 Jt	40%

Payment Terms

- **Fabric Supply:** 50% DP on order, 50% upon delivery
- **Revenue Share:** Settled monthly, within 7 days after month-end
- **Marketing Budget:** Cap at 15% of monthly revenue, co-approved
- **Review:** Quarterly business review, adjust terms as needed

5. Partnership Steps

From trial order to full-scale partnership in 90 days.

- 1 Trial Order (Month 1)**
Korea supplies sample fabric batch. THUBA produces test run (200-500 pcs). Test market response with Korean fabric positioning. No long-term commitment required.
- 2 Agree Terms (Month 2)**
Finalize pricing, payment terms (50% DP + 50% upon delivery), MOQ, and revenue sharing ratio. Sign MoU for 12-month partnership.
- 3 Scale Production (Month 3+)**
Ramp up to 5,000+ pcs/month with Korean fabric. Launch THUBA Premium Korean line. Co-fund digital marketing.
- 4 Dashboard Access (Ongoing)**
Korea gets view-only access to [thuba.my.id](#) dashboard. Real-time sales data, inventory, financial reports.
- 5 Review and Grow (Quarterly)**
Quarterly business review. Adjust pricing, volume targets, and marketing budget.

6. Digital Marketing Strategy

Co-funded digital marketing to maximize Korean fabric brand positioning.

Instagram + TikTok (40%) Visual-first content: fabric close-ups, production process, customer testimonials.	Google Search Ads (25%) Target jubah korea, jubah premium, kain korea jubah. High-intent keywords.
Content Creators (20%) Partner with Islamic fashion influencers. Unboxing Korean fabric jubah.	Marketplace + WA (15%) Shopee/Tokopedia for discovery. WhatsApp for conversion.

Target ROAS: 3-5x

Every Rp 1 spent on ads = Rp 3-5 in revenue. Monthly ROAS report shared with Korea.

Ready to Build Together?

Start with a trial order. No long-term commitment. Quality fabric, proven brand, massive market.

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7. Key Terms Summary

Term	Detail
Partnership Type	Revenue Sharing (Supply + Co-Marketing)
Duration	12 months, quarterly review
Fabric Supply	Korean textile, exclusive or semi-exclusive
MOQ	To be agreed (recommend: 1,000+ meters/month)
Payment	50% DP + 50% on delivery
Revenue Share	THUBA 65% / Korea 35% (net profit)
Marketing Budget	Max 15% of revenue, co-funded
Transparency	Dashboard access + monthly reports
Exit Clause	3 months notice, settlement within 30 days