

E-CATALOGUE

TARA BAGS





PROLOGUE

Tara Bags began in 2010 by making handicraft products made from embroidery and weaving that highlight the richness of Indonesian culture, especially West Java. One of Tara Bags excellence is updated model follows the latest bag trends and attractive colour combinations. To market its products, Tara Bags open an outlet on Jl. Rajapolah Station No. 29 Rajapolah, and at Perum Cilolohan Kahuripan Tawang, Tasikmalaya. Apart from opening outlets, Tara Bags product marketing is mostly through online marketing with middle-class market segmentation.



TARA BAGS
PRODUCT E-CATALOGUE



Tara Bags pays attention to product quality, one of which is by implementing SOP (standard operating procedure). With the existence of SOP, Tara Bags can run well, the raw materials used can be controlled and product quality standardization.

Currently, Tara Bags employs 10 workers. The target that Tara Bags wants to achieve in developing its business is to be able to access the export market. Currently, there is a demand on a small scale from Singapore, Malaysia, and China.

TARA BAGS

Tasikmalaya's signature hand embroidery bags. Manual embroidery bag combined with premium leather and suede.



MARIELLA



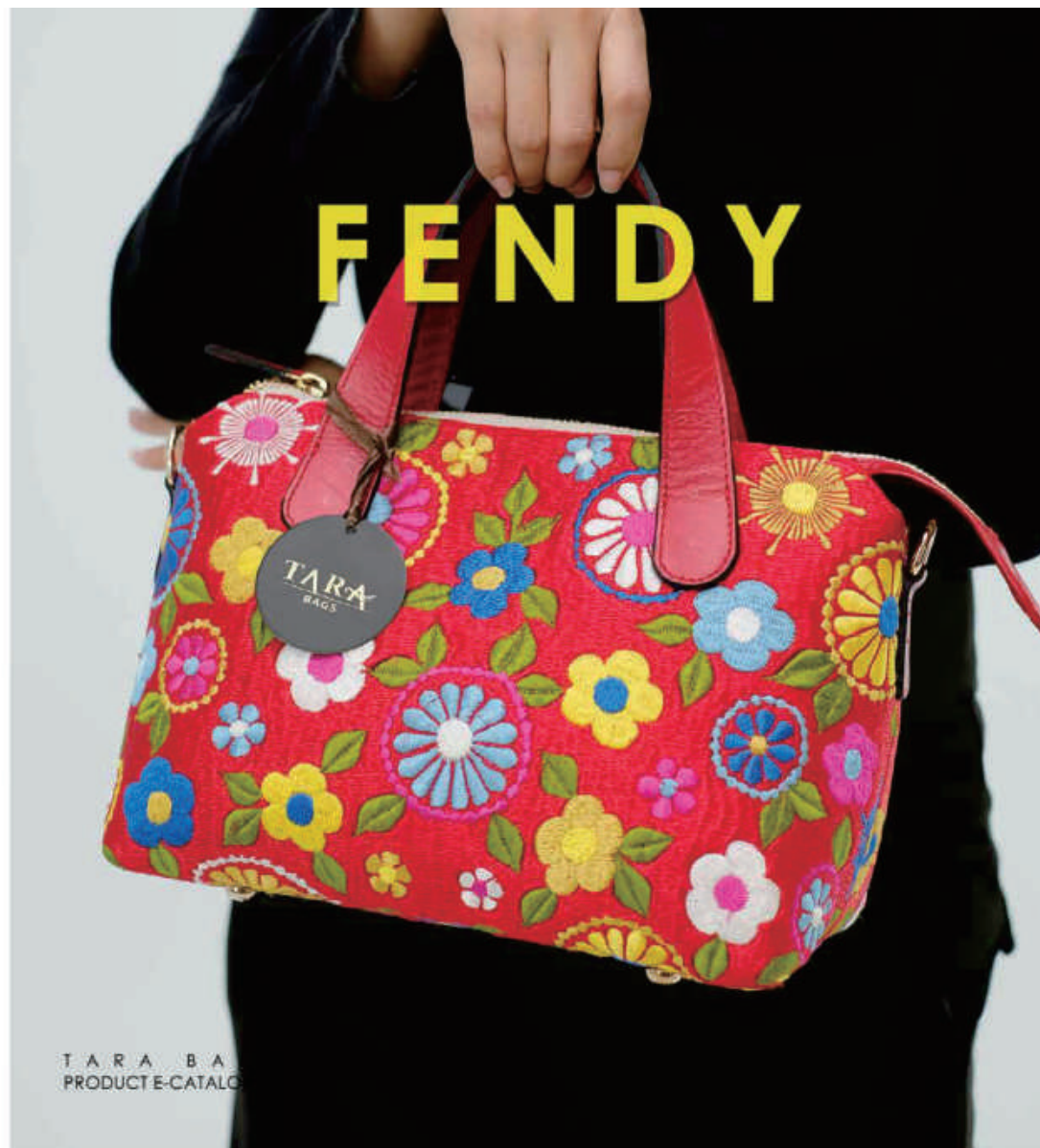
MARIELLA

MATERIAL	SIZE	PRICE
Manual Embroidery Neat's Leather YKK Zipper	(S) : L 23cm W 9cm H 16cm	(S) : 550.000 IDR
	(M) : L 26.5cm W 16cm H 22.5cm	(M) : 750.000 IDR
	(L) : L 28cm W 18.5cm H 23cm	(L) : 950.000 IDR



FENDY

MATERIAL	SIZE	PRICE
Manual Embroidery Neat's Leather YKK Zipper	(M) : L 22.5cm W 12.5cm H 18cm	(M) : 750.000 IDR
	(L) : L 28cm W 14cm H 25cm	(L) : 950.000 IDR



LUXURY



LUXURY

MATERIAL	SIZE	PRICE
Manual Embroidery Neat's Leather YKK Zipper	L 27cm W 16.5cm H 22cm	950.000 IDR



ESSVYNA

MATERIAL	SIZE	PRICE
Manual Embroidery Neat's Leather YKK Zipper	L 27cm W 16,5cm H 22.5cm	950.000 IDR

ESSVYNA



KELLY



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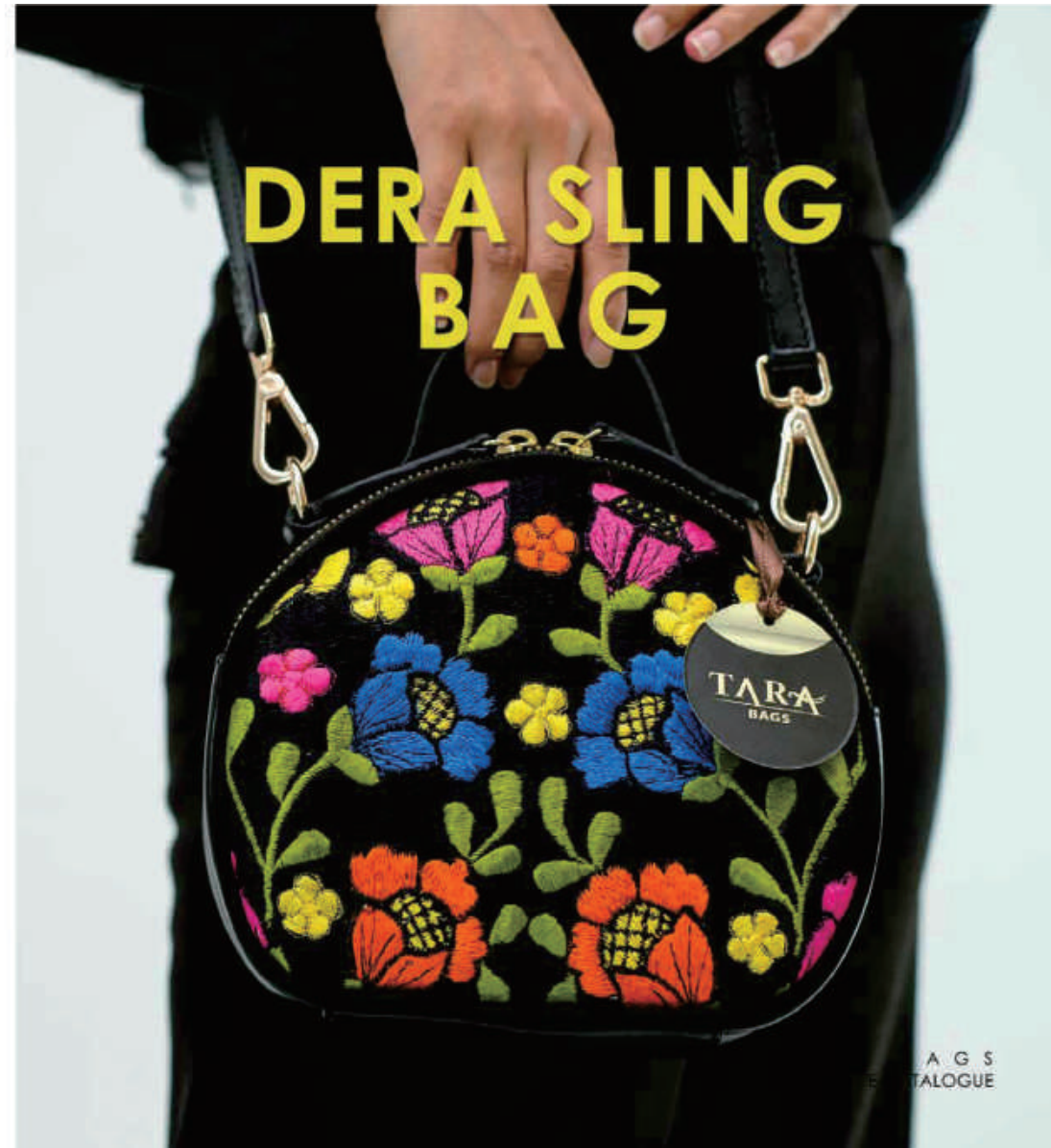
KELLY

MATERIAL	SIZE	PRICE
Manual Embroidery Neat's Leather YKK Zipper	L 26cm W 6cm H 19cm	650.000 IDR



DERA SLING BAG

MATERIAL	SIZE	PRICE
Manual Embroidery Neat's Leather YKK Zipper	L 18,5cm W 7cm H 16cm	475.000 IDR



SLING BAG BULAT



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SLING BAG BULAT

MATERIAL	SIZE	PRICE
Manual Embroidery Neat's Leather YKK Zipper	Diameter 18,5cm W 7cm	475.000 IDR



SLING BAG KERANG

MATERIAL	SIZE	PRICE
Manual Embroidery Neat's Leather YKK Zipper	L 29cm W 10cm H 15cm	350.000 IDR



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THANK YOU

