

LIST OF TABLE

Table 1.1. Questionnaire Results Based on Respondent Answers.....	4
Table 1.2. Questionnaire Results Based On Different Lifestyle.....	5
Table 3.1. Business Model Canvas	18
Table 3.2. Supplier and Partner.....	27
Table 7.1. Manning	44
Table 11.1. Cost of Goods Sold	66
Table 11.2. Booth Expenses.....	68
Table 11.3. Office Expenses	69
Table 11.4. Offline Store Expense	70
Table 11.5. Production Expense.....	71
Table 11.6. Transportation Expense.....	72
Table 11.7. Design Expense.....	72
Table 11.8. Total Capital Expenditure	73
Table 11.9. Total Investment Needed	73
Table 11.10. First Year Operational Expenses.....	74
Table 11.11. Second Year Operational Expenses	75
Table 11.12. First Year Total Sold Products.....	84
Table 11.13. Second Year Total Sold Products	85
Table 11.14. First Year Income Projection	86
Table 11.15. Second Year Income Projection.....	87
Table 11.16. Income Statement.....	88
Table 11.17. Cash Flow	89
Table 11.18. Payback Period.....	89
Table 11.19. Return of Investment.....	90