
ASIK BOOTCAMP BATCH 2 TRAINING FOR FASHION MSMEs IN THE ERA OF GLOBAL COMPETITION

A Global Market Analysis from a Merchandising Perspective and Export Line Sheet

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Abstract

The ASIK Bootcamp Batch 2 Training Program for the fashion sector, in collaboration with the Creative Economy (EKRAF) Partner for the Creativity and Design Field, was designed as a strategic intervention to strengthen the readiness of fashion MSMEs in facing the dynamics of global competition that is increasingly digitalized and integrated within the global value chain. In the context of accelerating digital trade and cross-border e-commerce expansion, as discussed in various recent reports by McKinsey and Company and the World Trade Organization, MSME actors no longer compete locally but instead operate within a global competitive arena that demands quality standards, production consistency, information transparency, and rapid responsiveness to international consumer trends and preferences. This program integrates a global market analysis approach with a fashion merchandising perspective that emphasizes strengthening product development, tech pack standardization, the implementation of quality gates (AQL), sustainability and traceability strategies, as well as the preparation of professional line sheets for export buyer requirements. The MSME participants who took part in this program went through a curation process based on business readiness, production capacity, commitment to quality improvement, and design differentiation potential, so that the training was focused on accelerating global competitiveness rather than on the basic stages of business formation. Accordingly, participants were not only equipped with conceptual understanding but also directed to achieve a higher readiness level in aspects of export compliance, international sizing consistency, wholesale costing and pricing structures, and sustainability documentation readiness as a competitive value addition. The implementation results show that the integration of merchandising strategy, export-oriented line sheets, and a KPI-based evaluation system — such as return rate, conversion per SKU, and first-pass quality rate — was able to enhance the professionalism and brand positioning of MSMEs in the global market. This program confirms that structural, operational, and strategic readiness constitutes the main foundation for building the global competitiveness of Indonesian fashion MSMEs.

Keywords: global competition, fashion merchandising, export line sheet, fashion MSMEs, export readiness, sustainability.

Abstrak

Program Pelatihan Bootcamp ASIK Batch 2 sektor fashion bersama Mitra EKRAF Bidang Kreativitas dan Desain dirancang sebagai intervensi strategis untuk memperkuat kesiapan UMKM fashion dalam menghadapi dinamika global competition yang semakin terdigitalisasi dan terintegrasi dalam rantai nilai global. Dalam konteks percepatan digital trade dan ekspansi e-commerce lintas negara, sebagaimana diulas dalam berbagai laporan terbaru oleh McKinsey and Company serta World Trade Organization, pelaku UMKM tidak lagi bersaing secara lokal, melainkan berada dalam arena kompetisi global yang menuntut standar kualitas, konsistensi produksi, transparansi informasi, serta kecepatan respons terhadap tren dan preferensi konsumen internasional. Program ini mengintegrasikan pendekatan global market analysis dengan perspektif fashion merchandising yang menekankan pada penguatan product development, standarisasi tech pack, penerapan quality gate (AQL), strategi sustainability dan traceability, serta penyusunan line sheet profesional untuk kebutuhan buyer ekspor. Peserta UMKM yang mengikuti program ini telah melalui proses kurasi berbasis kesiapan usaha, kapasitas produksi, komitmen peningkatan kualitas,

serta potensi diferensiasi desain, sehingga pelatihan difokuskan pada akselerasi daya saing global, bukan pada tahap dasar pembentukan usaha. Dengan demikian, para peserta tidak hanya dibekali pemahaman konseptual, tetapi juga diarahkan untuk mencapai readiness level yang lebih tinggi dalam aspek compliance ekspor, konsistensi sizing internasional, struktur costing dan pricing wholesale, serta kesiapan dokumentasi keberlanjutan sebagai nilai tambah kompetitif. Hasil implementasi menunjukkan bahwa integrasi merchandising strategy, export-oriented line sheet, dan sistem evaluasi berbasis KPI seperti return rate, conversion per SKU, serta first-pass quality rate mampu meningkatkan profesionalisme dan positioning brand UMKM pada pasar global. Program ini menegaskan bahwa kesiapan struktural, operasional, dan strategis menjadi fondasi utama dalam membangun global competitiveness UMKM fashion Indonesia.

Kata kunci: *global competition, fashion merchandising, line sheet ekspor, UMKM fashion, kesiapan ekspor, sustainability.*

INTRODUCTION

The global fashion industry has undergone significant structural transformation over the past five years due to accelerating digitalization, shifting consumer behavior, and the integration of cross-border supply chains (Akhtar et al., 2022); (Sun & Ha-Brookshire, 2025). The growth of e-commerce, social commerce, and global marketplace platforms has lowered barriers to entering international markets, enabling MSME actors to reach consumers in various countries without a physical presence (Ding, 2025); (L. P. Pan et al., 2022); (L. Pan & Fu, 2025); (Wen et al., 2023). However, this condition has also created far more complex competition, as local products now stand directly alongside global brands that possess advantages in production scale, cost efficiency, and branding strength (Gonda et al., 2020). A report by the World Trade Organization emphasizes that digital trade expands opportunities for MSMEs, but at the same time demands readiness in quality standards, documentation, and compliance with increasingly strict cross-border regulations (World Trade Organization, 2023).

Beyond the factor of digitalization, global market demand dynamics show a shift in consumer preference toward sustainability values, production transparency, and social responsibility. International consumers no longer consider only design and price, but also raw material origin, production processes, and the environmental impact of the fashion products they purchase. Based on the annual global fashion industry report released by McKinsey & Company together with the Business of Fashion, since 2020 there has been a rising expectation for brands able to demonstrate traceability and ethical production (McKinsey & Company & The Business of Fashion, 2024); (Garcia-Torres et al., 2022); (Dasmi et al., 2024). This condition requires Indonesian fashion MSMEs to begin integrating sustainability practices into their merchandising strategy and product communication if they wish to compete in export markets.

On the other hand, the structure of Global Value Chains (GVCs) in the textile and fashion industry opens opportunities for cross-border production integration, but also demands high operational reliability. According to the OECD (Organisation for Economic Co-operation and Development) (Kowalski et al., 2015), MSME participation in GVCs can increase productivity and market access, but this can only be achieved if business actors maintain quality consistency, lead time certainty, and the ability to meet international technical specifications. Many fashion MSMEs in Indonesia still face challenges in tech pack standardization, international size grading, and AQL-based quality control systems (Wijewardhana et al., 2021); (Chun, 2014) (Göb & Baillie, 2012). This lack of technical readiness often becomes a major obstacle in building the trust of global buyers and maintaining long-term business relationships.

Furthermore, changes in post-pandemic consumption patterns have also driven the need for agility in product development. Fashion trend cycles have become increasingly fast, while the risk of overstock and dead inventory rises when production planning is not data-driven. Global brands have adopted approaches such as small-batch production, data-driven assortment planning, and real-time integration of consumer feedback to accelerate time-to-market (Christopher et al., 2004). In this context, Indonesian fashion MSMEs need to transform from traditional production patterns toward a more structured merchandising system, including SKU planning, margin management,

and performance evaluation based on indicators such as return rate and conversion per product. Without such transformation, global competitiveness will be difficult to achieve sustainably.

Moreover, export readiness concerns not only product quality but also the professionalism of sales documentation such as line sheets, wholesale pricing structures, minimum order quantity (MOQ), and clarity of delivery schedules. Many MSMEs still focus on the creative aspects of design without being supported by commercial documents that meet international buyer standards (Gerschewski et al., 2020). In fact, in global trade practice, product information transparency, cross-country size consistency (EU/US/Asia) (McKinsey & Company & The Business of Fashion, 2024)(Chun, 2014), as well as labeling compliance are determinant factors in purchasing decisions. Therefore, the situational analysis shows that strengthening the capacity of fashion MSMEs must be carried out comprehensively through the integration of global market analysis, fashion merchandising strategy, quality management systems, and export-ready documentation so that they are able to transform from domestic market players into relevant competitors in the global market.

The main problem faced by MSME fashion training partners in the ASIK Bootcamp Batch 2 program lies in the gap between the creative potential of products and the structural readiness needed to compete globally. Although most participants already possess a brand identity, design capability, and production experience for the domestic market, the operational standards required for export have not been fully met. These challenges include the absence of complete and systematically documented tech packs, the lack of stage-based quality control implementation (pre-sample, pre-production sample, through to final inspection using an AQL approach), and inconsistency in size grading according to international standards (EU/US/Asia). In addition, some partners do not yet have a costing and wholesale pricing structure that accounts for international distribution margins, which risks creating price mismatches when entering export markets. Another constraint is the not-yet-optimal preparation of professional line sheets containing SKU information, material composition, minimum order quantity (MOQ), lead time, and sustainability claims transparently. Amid the growing global consumer demand for sustainability and traceability, as highlighted in the industry report by McKinsey & Company (McKinsey & Company & The Business of Fashion, 2024), readiness in material documentation and ethical production practices also still needs to be strengthened. Thus, the partners' problems are not only technical production matters but also encompass managerial, documentary, and strategic readiness in building sustainable global competitiveness.

The ASIK (Akselerasi Sektor Industri Kreatif) Program from the Ministry of Creative Economy of the Republic of Indonesia in the fashion subsector is a strategic initiative designed to enhance the capacity, competitiveness, and export readiness of creative MSME actors through a curated, intensively mentored approach based on global market needs ((Singh et al., 2024); (Harianto & Sari, 2021)). In the fashion subsector, the program's main focus includes strengthening product development based on international standards, improving production quality and consistency, mastering fashion merchandising strategy, preparing commercial documents such as tech packs and export line sheets, and integrating sustainability and global branding aspects. This program is generally implemented through several structured stages, beginning with socialization and open registration, an administrative selection process, product curation by a panel of experts, up to the determination of selected participants assessed to have business-scale potential and design differentiation. The subsequent stage consists of an intensive bootcamp or training that includes business mentoring, production capacity strengthening, buyer pitching simulation, and export readiness evaluation through performance indicators such as quality consistency, costing structure, and trade document readiness. The main objective is to encourage fashion MSMEs to move up from the domestic market toward regional and global markets, increase the added value of Indonesian creative products, and expand access to international distribution networks. General registration requirements typically include business legality ownership (NIB or equivalent), products that have already been produced and marketed at a minimum commercial scale, a clear collection portfolio,

a commitment to follow the entire program series, and readiness to increase production capacity according to market demand. Registration is conducted online through the official platform or information channel designated by the organizer, attaching a business profile, product photos, a brand positioning description, and production capacity data. Through this mechanism, the ASIK Program for the fashion subsector is designed not merely as training, but as a curated acceleration ecosystem to build MSMEs ready to compete in global competition sustainably.

The solution designed in the ASIK Bootcamp Batch 2 program for the fashion subsector was comprehensively arranged through an integrated approach combining global market analysis, strengthening of fashion merchandising, and export readiness. This approach focuses not only on enhancing design creativity but also on building a structured business system oriented toward the international market. Given the increasingly complex challenges of global competition, the solution is directed at strengthening the operational foundation of MSMEs through the standardization of the product development process, quality improvement, and the preparation of commercial documentation that meets global buyer expectations. Accordingly, this program positions MSMEs not merely as creative producers, but as business entities ready to enter the global supply chain professionally and sustainably.

The first solution focuses on strengthening the research and product concept stage through the preparation of a merchandising brief based on an international buyer persona. Participants are encouraged to conduct competitive benchmarking against global brands by comparing aspects of fit, material, price positioning, and visual product presentation on digital platforms. This approach helps MSMEs understand cross-country consumer preferences and adjust product design and positioning more strategically. In addition, mentoring is provided in preparing a complete tech pack that includes flat sketches, bill of materials (BOM), international size grading, production tolerances, and sewing instructions ((Wijewardhana et al., 2021); (Chun, 2014)). This standardization of technical documents aims to reduce production errors, improve quality consistency, and strengthen communication among designers, pattern makers, and manufacturing partners.

The second solution emphasizes the implementation of a quality gate system and stage-based quality control. MSMEs are guided to apply at least three main checkpoints, namely pre-sample evaluation, pre-production sample (PPS) approval, and final inspection using the Acceptable Quality Limit (AQL) approach (Göb & Baillie, 2012). This system enables early detection of potential product defects and encourages the application of a documented corrective action log. Through the strengthening of the quality management system, the risk of buyer returns can be reduced and brand reputation can be maintained. In addition, participants are also given an understanding of label compliance, textile fiber standards, and export requirements so that the resulting products meet the regulations of the target market.

The third solution is directed at strengthening commercial readiness through the preparation of a professional line sheet for export purposes. Participants are trained to prepare a line sheet containing SKU information, style code, material composition, size conversion (EU/US/Asia), wholesale price, minimum order quantity (MOQ), lead time, and sustainability claims ((Gerschewski et al., 2020)(Chun, 2014)). The pricing structure is prepared using a costing approach that accounts for international distribution margins, keeping prices competitive while remaining financially sustainable. Transparency of information in the line sheet becomes an important instrument in building buyer trust and increasing the chances of cross-border transactions.

The fourth solution focuses on agility and sustainability strategy as the foundation for long-term competitiveness. MSMEs are encouraged to adopt small-batch production, limited market testing, and the use of sales data for more accurate SKU planning (Christopher et al., 2004). This approach helps reduce the risk of overstock and increases responsiveness to trends. On the other hand, documentation of the use of environmentally friendly materials, ethical production practices, and supply chain transparency is strengthened as part of the competitive value addition ((Garcia-Torres et al., 2022); (Dasmi et al., 2024)). Through the integration of agility, sustainability, and a

structured merchandising system, the applied solutions are expected to enhance the readiness of fashion MSMEs to enter the global market more systematically and sustainably.

METHODS

This Community Service (PkM) activity was carried out in the form of the ASIK Bootcamp Batch 2 Training Workshop for curated fashion MSMEs in the Era of Global Competition for Global Market Analysis from a Merchandising Perspective and Export Line Sheet, held at The 101 Bogor Suryakencana for the offline session and an online session with the ESMOD Jakarta team one month afterward.

The implementation method of the activity was carried out through several stages, such as: (1) the preparation stage, which included field/venue observation, a review of the requirements for the continuity of the upcoming event, and a review of the issues to be presented to the bootcamp participants; (2) the implementation stage, carried out through the delivery of workshop material, both for the offline session on the crucial Merchandising perspective for MSMEs in the Global Era and the online session on Export Line Sheets and Garment Quotation Calculation; (3) the evaluation stage, carried out through workshop participant presentations, discussion and question-and-answer sessions, as well as feedback on the results of the workshop implementation for each of the highly varied fashion MSME participants.

The activities carried out in the process of resolving the problem are shown in the following table:

Table 1. PkM Activity Implementation

No	Activity Implementation
1.	Field/venue observation, a review of the requirements for the continuity of the upcoming event, and a review of the issues to be presented to the bootcamp participants.
2.	Discussion with the partner regarding problem-solving solutions, as well as establishing cooperation with the partner, particularly for the smooth running of the event on the day itself.
3.	Global Market Analysis from a Merchandising Perspective and Line Sheet Collection at the ASIK Bootcamp Batch 2 Training Activity Preparation.

Training Activity Preparation.

a. Training materials, tools, and equipment.

To ensure the smooth running of the training, the training materials, tools, and equipment were prepared by the PkM Team of Politeknik Kreatif Indonesia.

b. Presenters / Mentors.

The presenters are lecturers of Politeknik Kreatif Indonesia who are competent in the Creative Business study program.

c. Training venue and time.

The offline session was held at The 101 Bogor Suryakencana on Thursday, 06 November 2025, from 09.00 to 17.00 WIB.

The online session, conducted by the ESMOD Jakarta team, took place on Wednesday and Thursday, 3 and 4 December 2025, from 09.00 to 17.00 WIB using the OBE Studio system.

Other contributions made by the ASIK Bootcamp Batch 2 EKRAF Creativity and Design Field partner during the implementation of this PkM activity program included the preparation of the partner's internal data, in the form of the attendance list of MSME Bootcamp Training participants who attended, both for the 'offline' training in November 2025 and the 'online session' training in December 2025. Certificates of Recognition as well as Certificates for the presenting lecturers, along with the demonstration.

RESULTS AND DISCUSSION

The presenters, together with the Politeknik Kreatif Indonesia Team, arrived at the designated place and time of the activity, bringing the necessary materials and tools. The event was held at The 101 Bogor Suryakencana Hotel, Jl. Suryakencana No. 179–181, RT.01/RW.2, Babakan Ps., Central Bogor District, Bogor City, West Java.

The event was opened with remarks from the representative of the Director of Fashion of the Ekraf Creativity and Design Field Team, Mrs. Romi Astuti.



Picture 1 : Opened Person.

The first session, held offline on 6 November 2025 at The 101 Bogor Suryakencana Hotel, focused on strengthening the research and product concept stage through the preparation of a merchandising brief based on an international buyer persona, aligning product design and positioning more strategically, preparing complete technical document standardization, and implementing a quality gate system and stage-based quality control.

Fashion Merchandising Perspektif Merchandising krusial untuk UMKM : Merchandising merupakan jembatan antara riset pasar & keputusan produk: menentukan kategori produk, assortment (SKU), timing koleksi, serta cara produk ditampilkan di kanal penjualan. Days saing tidak hanya soal harga—terutama konsumen internasional menilai reproducibility kualitas, akurasi sizing, dan kejelasan informasi produk. Konteks Market Demand : - Industri fashion menghadapi ketidakpastian ekonomi regional, namun peluang segmen niche dan sustainability meningkat - Agility (kecepatan dan fleksibilitas rantai pasok) menjadi sumber keunggulan kompetitif - Keterlibatan UMKM dalam Global Value Chains (GVCs) menawarkan akses pasar & produktivitas lebih besar namun memerlukan kesiapan operasional.	Implikasi Langsung pada Product Development Merchandising development agar kompetitif secara global • Riset & Konsep Produk (Brief Merchandising) • Target pasar & persona: definisikan buyer persona internasional (mis. usia, preferensi gaya, sensitivitas harga, nilai sustainability) • Competitive benchmarking: amati produk serupa internasional—fit, material, price points, dan visual listing. • Spesifikasi Teknis (Tech Pack) yang lengkap • Isi: flat sketch, bill of materials (BOM), komposisi bahan, grading table (ukuran), toleransi, instruksi jahit, label. • Manfaat: mengurangi ambiguitas antara desainer, pembuat pola, dan pabrik; meminimalkan risiko return. • Prototyping & Fit Session • Sesi fitting dengan target customer/fit model. Dokumentasikan foto & video. Ujilah berbagai ukuran (size set) dan adaptasi grading.
• Quality Gate / Kontrol Mutu - Minimal 3 checkpoint: pre-sample (to evaluate konstruk), pre-production sample (PPS/PPA), dan final inspection (AQL/random check). - Catat defect reasons dan buat corrective action log. • Material Sourcing & Supplier Management - Verifikasi consistency (test lab jika perlu, lead time, MOQ, dan compliance (mis. bahan beracun, standard labeling). - Siapkan alternatif supplier untuk mengurangi supply risk • Design for Market: Lokalisasi & Cultural Fit - Adaptasi warna, motif, dan pesan pemasaran sesuai sensitivitas budaya target. - Sediakan size conversion chart untuk tiap pasar (EU/US/Asia).	• Sustainability & Traceability - Dokumentasikan material yang dapat diverifikasi (recycled content, organic cotton, dll.) dan praktik produksi etis—nilai tambah untuk pasar ekspor. • Faster-to-Market (Agility) - Gunakan small-batch testing, print-on-demand untuk menguji produk sebelum scale production. Kurangi time-to-market untuk meminimalkan risiko obsolescence. • E-commerce Ready Packaging & Visuals - Foto close-up jahitan, video fit, tabel ukuran, dan deskripsi manfaat. Kelengkapan retur yang jelas dan proses klaim kualitas. • Data Loop: Pelacakan & Iterasi - KPI: return rate, conversion rate per SKU, first-pass quality rate, lead time. Gunakan feedback untuk refinement berulang.

Picture 2 : Merchandising Brief PPT .

The material was delivered in a manner easily understood by the bootcamp participants, with interaction among the fashion sector MSME participants.



Picture 3 : Merchandising Brief Session.

The session concluded with a group photo documentation before the end of the training session.



Picture 4 : Photo Session Together .

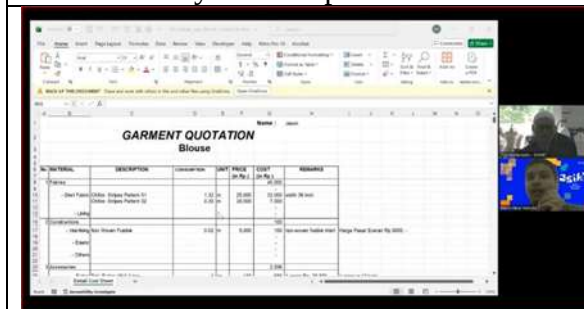
The second session was held online at ESMOD Jakarta on 3 December 2025, delivering material on export line sheets containing SKU information, style code, material composition, and size conversion within the style description and merchandise specification format, presented by Toto Dwitarwasto, SE, MM., and garment quotation using a pricing structure approach through a complete costing calculation, presented by Marco Rene Humolta, SE, MSc. V



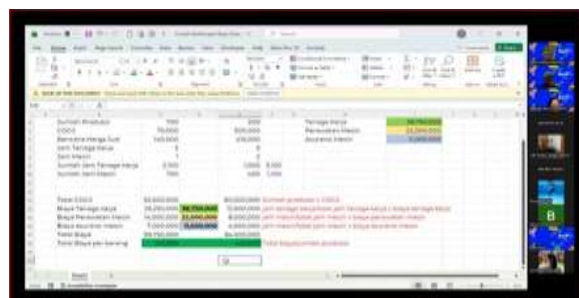
Line Sheet Style Description.



Line Sheet Merchandise Specification



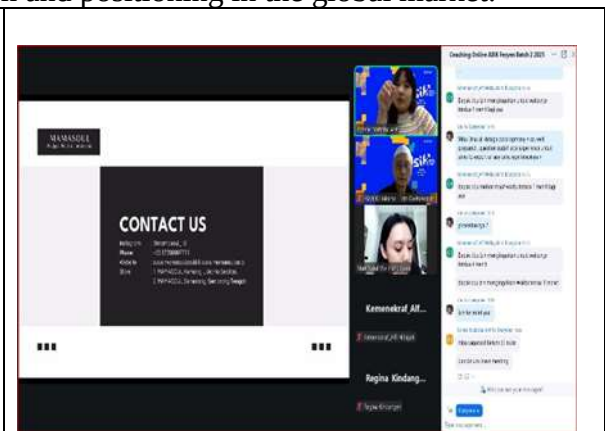
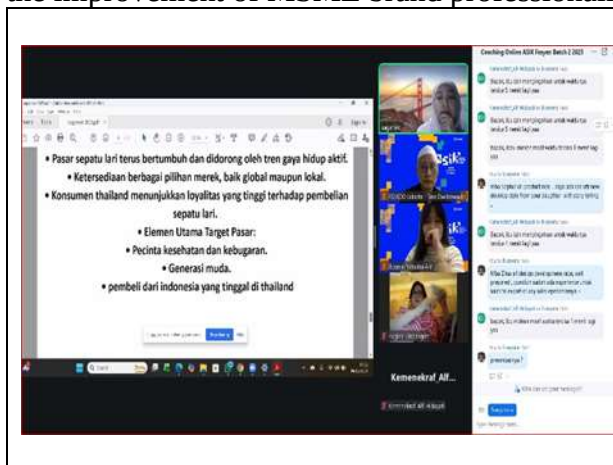
Garment Quotation in costing calculation



Breakdown overhead in costing calculation

Picture 5 : Online Session Line Sheet and Costing.

On the second day, 4 December 2025, the one-on-one session for ASIK bootcamp participants took place to assess the implementation results, showing that the integration of merchandising strategy, export-oriented line sheets, and feedback comments were able to support the improvement of MSME brand professionalism and positioning in the global market.



Sesi : One on One		
Tanggal : 04 Desember 2025		
No	Nama Brand	Catatan
1	MYCL	Coba research untuk pasar kodec market di Korea Selatan utk youth market itu ..
2	MYMD	Pay attention to detail dari keanifan lokal setempat and merge with your red line in collection
3	ILP	Try to use digital agency for expanding market its proven in this digital era. ..
4	Cutemonster by Nindhita	New idea maybe in shape monster .. for loyal customer .. and propose new story telling
5	Melova Sportswear	try to know about muslim swimwear with detail muslim information with Muslim Expert Institute Book
6	MAMASOUL	Product innovation is a must guidance for export purpose ..
7	Wearlori	any sales experience to know the market , need for the trigger ..
8	Saganext	Shoe Sport ... Brand logo, Brand Maintenance ..in many aspect behaviour ..
9	Pyo Jewelry	no one

One on one session with Toto D.

Sesi : One on One		
Tanggal : 04 Desember 2025		
No	Nama Brand	Catatan
1	Wening's Line	Dapat melanjutkan untuk melakukan riset tentang perilaku konsumen di Jepang terkait produk-produk yang bersifat kultural sebagai bagian dari riset pasar untuk dapat memastikan lujuan ekspor
2	Adriell Cirillo	Dapat mencoba mencari lagi karakter utama dari produk. Karakter ini perlu terlihat jelas sebagai identitas dan produk yang ada
3	KAYANA BY TYAOZA	Malaysia - dapat mencoba mencari target negara yang lain sebagai pembanding, misalnya Thailand, Hongkong, Taiwan
4	ANFIHA	Dapat menunjukkan keunggulan produk pada bagian awal, terutama produk yang paling diinginkan. Selain itu, dapat melakukan riset terhadap perilaku konsumen di Rusia terhadap produk impor dengan skala yang dilakukan oleh ANFIHA
5	JRCO Harpano 1979	Penawaran harga dan kuantitas disesuaikan dengan kapasitas produksi agar tidak menjadi beban kepada produsen ke depannya. Konsumen tidak mau menunggu lama untuk pembelian produk
6	OS Modest	Dapat menceritakan permasalahan yang dapat diselesaikan dengan produk yang ada. Hal ini dapat menceritakan keunggulan dan produk yang dijual
7	Hoof.id	Tidak hadir
8	KAMI	Dapat menampilkan keunggulan produk yang ditawarkan agar menjadi daya tarik kepada konsumen. Hal ini menjadi penting mengingat keputusan pembelian biasanya terjadi hanya di 3 menit awal dari penawaran
9	KUPU Sutera	Perlu mencari solusi untuk produksi masal. Dapat dipertimbangkan untuk memperkuat branding dalam negeri untuk memiliki bargaining power di luar negeri kelak. Coba buat simulasi perhitungan apabila merakit orang baru untuk membantu produksi sehingga dapat tergambar secara finansial kebutuhan keuangannya
10	Craft Denim	Tidak hadir

One on one session with Marco H.

Picture 6 : One on one session with Mentors.

In the one-on-one presentation and consultation session of the Fashion MSMEs to Global Market Workshop, guided by Toto Dwitarwato, SE, MM., each participant received feedback tailored to their brand characteristics, product potential, and international market development opportunities. The *MYCL* brand was directed to strengthen market research, particularly by exploring consumer characteristics in South Korea and mapping opportunities within the youth market segment so that product development and communication strategy align with the preferences of young consumers in the target country. *MYMD* received input to pay greater attention to local wisdom details as a source of product differentiation and to integrate them consistently with the main identity or “red line” that forms the common thread across each collection. For *ILP*, the recommendation focused on utilizing digital agencies and professional digital marketing strategy as a means of expanding market reach, given that digital channels are increasingly important in penetrating the global market. *Cutemonster by Nindhita* was encouraged to develop innovation in form and visual character, including exploring a distinctive “monster” figure or shape, as an element that strengthens brand identity while also serving as a means to build customer loyalty through more engaging and sustainable storytelling development. *Melova Sportswear* received direction to deepen its knowledge of Muslim swimwear, particularly regarding the needs, values, and standards of Muslim fashion, by utilizing credible reference sources and knowledge from institutions or experts competent in the Muslim fashion field. Furthermore, *MAMASOUL* was recommended to make product innovation a top priority in preparing products for the export market, so that the products carry added value, competitiveness, and relevance to the needs of international consumers. *Wearlori* was directed to improve the sales experience and direct interaction with consumers as a means of gaining a deeper understanding of market characteristics while identifying triggers that can drive purchasing decisions. For *Saganext*, the discussion focused on the development of sports shoe products, the strengthening of logo and brand identity, and the importance of consistent brand maintenance across various aspects, including communication, service, and brand behavior in interacting with consumers. Meanwhile, for *Pyo Jewelry*, there was no specific note or recommendation documented during this session. Overall, this one-on-one session showed that the readiness of fashion MSMEs to enter the global market is determined not only by product quality, but also by the ability to conduct market research, maintain identity and local wisdom, build innovation and brand narrative, utilize digital marketing, understand consumer needs, and maintain consistent, sustainable brand management.

The second room, in the one-on-one presentation and consultation session of the Fashion MSMEs to Global Market Workshop, guided by Marco Rene Humolta, SE, MSc., each participant received strategic feedback according to their brand's characteristics and readiness to

enter the international market. *Wening's Line* was directed to continue research on Japanese consumer behavior, particularly toward products containing cultural elements, to ensure product suitability for the export market. *Adriell Cirillo* was advised to clarify the product's main character so that the brand identity becomes stronger and more easily recognizable. *KAYANA BY TYAOZA* was encouraged to expand market comparison beyond Malaysia, such as to Thailand, Hong Kong, and Taiwan. *ANFIHA* was recommended to highlight its flagship product from the early stage and to conduct research on Russian consumer behavior toward imported products at a feasible scale. *JRCD Harpano 1979* received feedback that pricing and quantity strategy should be adjusted to production capacity so as not to create operational burdens, while also considering consumer waiting time. *DS Modest* was directed to build product communication based on consumer problems and to affirm how the product provides solutions and advantages. *Hoof.id* did not attend the presentation session. *KAMI* was advised to showcase product advantages from the outset, since consumer purchasing decisions are often formed within the first few minutes. *KUPU Sutera* needs to strengthen the domestic market as a basis for increasing bargaining power in the export market, as well as to prepare a simulation of production capacity and financial requirements should additional labor be involved. *Craft Denim* was not present at the session. In general, the mentoring showed that the readiness of fashion MSMEs to enter the global market requires an integrated strengthening of market research, product identity, production capacity, product value communication, pricing strategy, and financial readiness.

1. CONCLUSION

The ASIK Bootcamp Batch 2 Program for the fashion subsector, in collaboration with the Ministry of Creative Economy of the Republic of Indonesia, shows that improving the competitiveness of fashion MSMEs in global competition requires a structured, measurable approach based on international standards. Through the integration of global market analysis, the strengthening of fashion merchandising, tech pack standardization, the implementation of a quality gate system, and the preparation of professional export line sheets, participants not only understood global market dynamics but were also able to implement real improvements in their business operational systems. The participant curation process carried out prior to the training ensured that the MSMEs involved possessed design potential, initial production capacity, and a commitment to quality improvement, so that the program functioned as an export readiness accelerator, rather than merely basic entrepreneurship training.

In the medium term, the mentoring results show an increase in participants' understanding of the importance of quality consistency, a sustainable costing and wholesale pricing structure, as well as transparent and informative product documentation. Participants began to be able to prepare line sheets in a more professional format, including material specifications, international size conversion, minimum order quantity (MOQ), and clear production lead time estimates. In addition, awareness of sustainability and traceability as a competitive value addition also increased significantly, in line with the global industry trend, indicating that the mindset transformation from a local market orientation toward a global market orientation is beginning to form systematically.

In the long term, fashion MSME participants are expected to transform into agile, adaptive, and sustainable business entities in facing changing trends and the dynamics of international market demand. With a stronger merchandising system, documented quality control, and commercial readiness that meets global buyer standards, participants have a greater opportunity to become integrated into the global supply chain and expand their access to export markets. Structural, operational, and strategic readiness is the key factor in building the high and sustainable global competitiveness of Indonesian fashion MSMEs in the future.

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