

## Fashion Trends Continue Rolling, The Textile Industry Is Still Promising

Contributed by Maizer  
Monday, 06 November 2017

The growth of the textile industry business is still promising and growing for the future. Therefore, the development of fashion is very quickly change the mode and concept.

"The textile industry is still good, it keeps promising and growing in the future. Fashion is also fast growing, the uniform needs of the agencies are also increasing, so I say the textile industry is still good," said Director of Finance and Administration of PT Trisula Textile Industries Tbk (BELL), Nurwulan Kusumawati, met at BEI Building, SCBD Sudirman, Jakarta, Tuesday, October 3, 2017. Still the positive textile industry, call him, make the company continues to develop a fashion that attracted many people, especially uniform clothing whose business is interesting at this time. "The company needs a positive image, he created a good image to the company, one of them like that use uniform that we produce," explained Nurwulan. Currently, according to Nurwulan, the company's production is still large to local, while for export is still equal to eight percent. However, the share of exports will be further enhanced to many countries. "The market share of many export, market to Japan, Australia, America, Brazil, and Asian country. We always offer to increase our exports, but we are looking for the right time to increase our export portion," he said. From the sales portion of BELL, he admitted, uniform production contributed the most, at least 30-40 percent of the total sales generated by the company. P endapatan as of March 31, 2017 reached Rp111.35 billion. Meanwhile, sales during 2016 m reached Rp381, 52 billion. "Our product is still textile, but the textile is all kind of material from local, some from import, but the biggest portion from local, above 50 percent from local material We sell from Sabang to Marauke. People know us because we know our material brand Bellini and Katrina," said Nurwulan. Tren Fashion Terus Bergulir, Industri Tekstil Masih Menjanjikan Pertumbuhan bisnis industri tekstil masih menjanjikan dan berkembang terus untuk ke depannya. Sebab, perkembangan fashion sangat cepat berganti mode serta konsep.

"Industri tekstil masih bagus, tetap menjanjikan dan berkembang terus ke depannya. Fashion juga cepat berkembangnya, kebutuhan seragam dari instansi-instansi juga meningkat, makanya saya bilang industri tekstil masih bagus," kata Direktur Keuangan dan Administrasi PT Trisula Textile Industries Tbk (BELL), Nurwulan Kusumawati, ditemui di Gedung BEI, SCBD Sudirman, Jakarta, Selasa 3 Oktober 2017. Masih positifnya industri tekstil, sebut dia, membuat perusahaan terus menerus mengembangkan fashion yang diminati banyak orang, khususnya pakaian uniform yang bisnisnya sedang menarik saat ini.

"Perusahaan butuh positif image, kan dia menciptakan image yang baik ke perusahaan, salah satunya seperti itu pakai uniform yang kita produksi," terang Nurwulan.

Saat ini, menurut Nurwulan, produksi perseroan masih besar ke lokal, sedangkan untuk ekspor masih sebesar delapan persen. &Irm;Namun begitu, porsi ekspor akan lebih ditingkatkan hingga ke banyak negara.

&Irm;"Pangsa pasar ekspor banyak, market ke Jepang, Australia, Amerika, Brasil, dan Asian country. Kita selalu menawarkan untuk meningkatkan ekspor kita. Tapi, kita cari waktu yang tepat untuk menambah porsi ekspor kita," papar dia.

Dari porsi penjualan BELL, dia mengaku, produksi uniform paling banyak menyumbang, setidaknya mencapai 30-40 persen dari total penjualan yang dihasilkan perseroan. P&Irm;endapatan perusahaan per 31 Maret 2017 mencapai Rp111,35 miliar. Sedangkan, penjualan selama 2016 m&Irm;encapai Rp381,52 miliar.

"&Irm;Produk kita itu tetap tekstil, tapi kan tekstil itu macam-macam. Bahan a&Irm;da dari lokal, ada yang dari impor, tapi porsi paling besar dari lokal. Di atas 50 persen bahan dari lokal. Kita jual dari Sabang sampai Marauke. Orang tahu kita karena tahu merek bahan kita Bellini dan Katrina," tukas Nurwulan.