

COMPANY PROFILE



PT. ALLANA MAJU BERDAYA

Perum. Binong Permai, Tangerang, INDONESIA. 15810

allanamajuberdaya@gmail.com

+62 821 1093 2903

ABOUT THE COMPANY

CRAFT ALLANA PT ALLANA MAJU BERDAYA

Starting from a hobby of making knick-knacks and something unique, and seeing the large amount of unused fabric waste, we ventured to process the fabric waste for production in early 2006. With the minimum capital, we selling through school and office bazaar events.

Allana was founded in 2008, starting from door-to-door or also known as house-to-house service. with the trade name Rumah Baju, at that time we submitted the name to the Indonesian Intellectual Property Rights (HKI) but it was rejected due to similarities, it was replaced by the trade name Allana.

Allana is taken from the merging of the names of the two business owner's children, namely Aulia and Maulana. The trade name has received legality and is now established as PT Allana Maju Berdaya.

Allana Craft is a handicraft business, especially in the development of fabrics craft, which supports fashion, accessories and home decor. Allana's products are almost 100% handmade, such as accessories (pin cushions, key chains, etc., home living (various tissue holders, cloth shopping bags, etc.). Our production capacity is 3000-4000 / month for almost all products by empowering women in the surrounding environment and almost 100% using local materials and handmade. By buying our products means participating in saving the environment by pouring creativity and in empowering women.

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ALWAYS
WITH
PASSION

VISION

To channel the aspirations by creating
Creating a new innovative product for society by producing useful, unique, and attractive products that are environmentally friendly also empowering women around to encourage the entrepreneurial spirit.



Primary Goal

to penetrate foreign markets and
to inspire other crafters to
continue create something new.

MISSION

- Take an active role in the field of business and entrepreneurship,
- Creating new innovations that benefit society
- Creating community needs by producing work that is environmentally friendly
- Reducing the unemployment rate



Titin Dwi Isnaini

CEO & FOUNDER
PT ALLANA MAJU BERDAYA

Profile

Born in Temanggung on 1976. A housewife who has 2 children and is a chemical engineering graduate who is passionate about handicrafts. In 2019, won the award as an Inspirational Woman in Tangerang district for the 2019-2020 period.



EVENTS

2015

Banten Expo
Tangerang Expo

2016

Banda Aceh Expo
Indonesian Gift SMESCO

2017

INACRAFT, JCC Senayan

2018

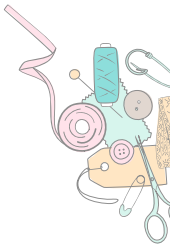
Banten Expo
Asian Games, Jakarta-Palembang
INACRAFT, JCC Senayan
HARKOPNAS, ICE Bsd City
Trade Expo Indonesia 33rd

2019

Banten Heritage, Maxxbox Lippo
APKASI, JCC Senayan
INACRAFT, JCC Senayan
The Local Market, Maxxbox Lippo
Pesta Rakyat 19th of Banten
Trade Expo Indonesia 34th

2020

KKB 2020 Virtual Exhibition, Bank of Indonesia
KEMENPAREKRAF Exhibition, Atria Hotel
Trade Expo Indonesia Virtual Exhibition 35th



ABOUT THE PRODUCTS

PIN CUSHION

A small, stuffed cushion which is used in sewing to store pins or needles with their heads protruding to take hold of them easily, collect them, and keep them organized.

width :
height :
diameter :
price :



HANGING TISSUE HOLDER

Made of foam-coated cotton (so that it looks sturdy), can be hung anywhere (in the car, in the kitchen, in the bedroom, living room, etc.)

width : 30 cm
height : 25 cm
volume : 8,5 cm
price :

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ABOUT THE PRODUCTS

REVERSIBLE BAG

cloth bag with a batik motif or a patchwork combination can be reversed or reversible and can be folded and can used as a shopping bag to reduce plastic.

width : 45 cm

height : 65 cm

price :



FABRIC MASKS

Cloth mask with batik cloth or a combination of patterned cloth. Has a headloop and earloop rubber strap, can be customized according to your needs. Comfortable and not cramped when used

width : 22 cm

height : 13,5 cm

price :

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ABOUT THE PRODUCTS

TULIPE KEYCHAINS

Tulip-shaped keychain with patchwork and dacron material.

height : 15 cm

diameter : 3 cm/petal

price :



BATIK KEYCHAINS

Keychain with a combination of batik cloth, beads and steel accessories and several other knick-knacks.

height : 15 cm

price :

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ABOUT THE PRODUCTS

SCARFS

Made of selected batik cloth with additional accessories to enhance your appearance.

width : 85 cm
height : 12 cm
price :



NECKLACES

Made of printed batik cloth in two colors which is comfortable and cool when worn. With a variety of batik ring strands and other accessories.

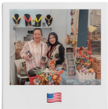
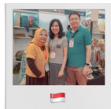
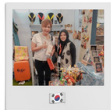
width : 8 cm
height : 35 cm
price :

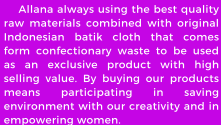
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MARKET AUDIENCES





Allana always using the best quality raw materials combined with original Indonesian batik cloth that comes from confectionary waste to be used as an exclusive product with high selling value. By buying our products means participating in saving environment with our creativity and in empowering women.