TSANA GLOBAL
INDONESIA

COMPANY PROFILE

Global Reach. Local Expertise.

Aligning market intelligence with manufacturing reality

Apparel & Textile Design Consultancy · Management Consulting · Industry Training



ABOUT US

International apparel expertise, built for Indonesia

PT Tsana Global Indonesia (“Tsana Global”) is a Jakarta-based consulting company, founded to bring international apparel, textile and fashion industry expertise to brands, manufacturers and vendors operating in and sourcing from Indonesia and the wider Asian region.

We combine textile, fashion and garment design consultancy with management and business consultancy, and complement both with structured, hands-on training — a model that mirrors how Asia’s leading sourcing hubs have professionalised their industries.

VISION

To be a trusted partner for apparel and textile brands, vendors and manufacturers in Indonesia and across Asia, recognised for elevating product development, sourcing and management practices to global standards.

MISSION

1. End-to-end design and product development, from trend and material research to sample development, for woven, knit, denim and flat-knit apparel.
2. Management and business consulting that builds resilient, efficient and profitable sourcing and merchandising operations.
3. Structured training for design teams, merchandisers, vendors and liaison offices, closing the region’s skills gap.
4. Responsible growth for Indonesia’s textile and garment sector through digital tools, circular sourcing and sound corporate governance.

WHAT WE DO

Three pillars, one partner

01

Textile, Fashion & Garment Design Consultancy

From trend research and range planning to AI assisted designing & 3D sampling and material sourcing.

02

Management & Business Consulting

Sourcing strategy, merchandising processes, cost and capacity planning.

03

Industry Training

Structured programmes and workshops that build lasting capability in client and vendor teams.



PILLAR 01

Textile, Fashion & Garment Design Consultancy

- Trend research, concept development and seasonal range planning for woven, knit, denim and flat-knit categories (men’s, women’s and children’s wear)
- Product engineering, costing and techno-commercial feasibility review
- AI-assisted design development, digital and 3D sampling, and virtual prototyping
- Fabric, trim and vendor sourcing strategy, including fabric database and material-library set-up
- Graphic design and visual communication for brand identity, packaging and promotional collateral



PILLAR 02

Management & Business Consulting

- Sourcing strategy, vendor development and multi-country supply-chain design
- Merchandising process design, order tracking systems and workflow optimisation
- Cost benchmarking, capacity planning and lead-time reduction
- Business planning, market-entry advisory and organisational design for apparel and textile businesses operating in Indonesia



PILLAR 03

Industry Training

Structured training programmes for design and merchandising teams, liaison offices and vendor partners

Technical workshops on AI-generated design inputs, 3D digital sampling and digital supply-chain tools

Craft, garment-construction and industry-specific vocational training

Business and management skills training — secretarial, administrative, sales and productivity courses — for client organisations

OUR APPROACH

An extension of your team, in four phases

1

Discover

Understand the client's brand, categories, current vendor base and pain points through on-site and desk assessment.

2

Design & Diagnose

Develop the design, sourcing or training solution, benchmarked against comparable Asian markets, and agree a practical roadmap.

3

Implement

Work alongside client and vendor teams to execute development, sourcing or training plans, with clear timelines and KPIs.

4

Sustain

Transfer knowledge, embed systems and tools, and provide ongoing advisory support so improvements last after the engagement ends.

MARKET POSITIONING

A proven model across Asia, a gap in Indonesia

Specialist consultancies

Asia’s major sourcing hubs rely on dedicated apparel and textile consultants for strategy, benchmarking and technical audits.

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Training institutes

Industry institutes and in-house academies professionalise merchandising and product-development talent.

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Tsana Global Indonesia

Both in one partner: hands-on design and sourcing consultancy plus applied industry training, based in Jakarta.

The gap: Indonesia’s public vocational schools build the textile and garment workforce, but few private partners combine consulting with applied training.

Our edge: merchandising leadership across India, Bangladesh, Sri Lanka, Indonesia, Vietnam, China, South Korea and Taiwan.



LEADERSHIP

Elizabeth Syiem

Director

Elizabeth leads Tsana Global Indonesia, drawing on more than 25 years of international apparel merchandising and product-development leadership across woven and knit categories. At s.Oliver Indonesia she led product development and merchandising strategy, built sustainable vendor networks across Asia and introduced AI-driven design and 3D digital sampling. Earlier roles with Tommy Hilfiger, Marks & Spencer and Tesco covered major international accounts, quality assurance and high-volume sourcing.

25+ years in apparel merchandising and product development

NIFT alumna, PG Diploma in Garment Manufacturing Technology

Eight markets: India, Bangladesh, Sri Lanka, Indonesia, Vietnam, China, Korea, Taiwan

WHY TSANA GLOBAL

Four reasons clients work with us

Full value-chain experience

Hands-on leadership from garment engineering and product development to sourcing, merchandising and digital transformation.

A regional network

Relationships across India, Bangladesh, Sri Lanka, Indonesia, Vietnam, China, South Korea and Taiwan.

Consultancy and training together

Strategic advice and on-the-ground capability building from one partner.

Practical digital know-how

Early, real-world experience with AI-assisted design, 3D digital sampling and digital supply-chain tools.

TSANA GLOBAL

INDONESIA

CONTACT

Let’s talk

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