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## **DEVELOPING A CREATIVE ENTERPRISE IN A CREATIVE CITY (CASE STUDY: BANDUNG, INDONESIA)**

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### **Abstract**

The city of Bandung, Indonesia, was selected to be a pilot project of a creative city by the British Council due to the fact of the advanced development of its creative industries. The combination between the topography, demography, cultural and social patterns of the place and the people have made it an ideal condition for the industries to grow. The paper is trying to depict an example of an entrepreneurial entity within the creative industries which not only strived to empower the people in what used to be one of the impoverished kampongs in Bandung, but also ensured their business sustainability by creating a cooperative. A qualitative research method of interview was applied. The respondent was a team of entrepreneurs who formed a company about twenty years ago. I had the opportunity to have an interview with the CEO, Nancy Margried, and at the time she explained about her company, Batik Fractal.

**Keywords:** Entrepreneurship, Creative Industries, Creative City, Bandung, Indonesia.

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