

## **ABSTRACT**

*PMP Denim is business unit are engaged in the convection jeans/denim. PMPDenim is denim brand from Bandung, Indonesia, owned by Hendry Sasmitapura.*

*This research was conducted to find out what characteristics possessed by Hendry Sasmitapura as an entrepreneur. The observed variables are the Dream, Decisiveness, Doers, Determination, Dedication, Devotion, Details, Destiny, Dollars, and Distribute.*

*The method used is descriptive qualitative. The data used in this study are primary data. Primary data is data collected and processed solely by an organization or an individual directly from the object. And using the technique-depth interviews with selected speakers.*

*The results showed Hendry Sasmitapura own all of tens of these entrepreneurial characteristics variables.*

**Keywords:** *Fashion Industry, Entrepreneurial Characteristic, Entrepreneurship, Entrepreneur*