

ABSTRACT

This research aims to develop a business plan for LECCE, a leathercraft brand that produces high-quality leather bags and wallets with a focus on the fashion industry. The research background is based on the significant potential of the leather fashion industry in Indonesia, supported by abundant raw material availability and the skills of local artisans. However, it also faces challenges such as competition from imported products, rapid trend changes, and the sub-optimal use of digital marketing. This research employs a qualitative approach with a descriptive method, utilizing direct observation, interviews, and literature review to analyze various important aspects, namely market, marketing, human resources, operations, management, finance, legal, and technical.

The analysis results show that LECCE has strengths in product quality, attractive design, and competitive pricing compared to its competitors. The greatest opportunities come from the growth of the online market and the trend of product customization, while the weaknesses lie in limited production capacity and digital marketing capabilities. From a financial perspective, the projections indicate a reasonable profit potential with positive investment feasibility indicators, including NPV and IRR values that meet standards, as well as a relatively short payback period. The proposed strategies include strengthening branding thru collaboration with influencers, optimizing digital marketing, increasing production capacity, and innovating designs to adapt to market trends.

This research is expected to serve as a reference for the development of LECCE's business, enabling it to compete sustainably in both local and international markets, and contributing to the growth of the leather-based creative industry in Indonesia.

Keywords: Business Plan, Leather Crafts, Fashion, Digital Marketing, LECCE