

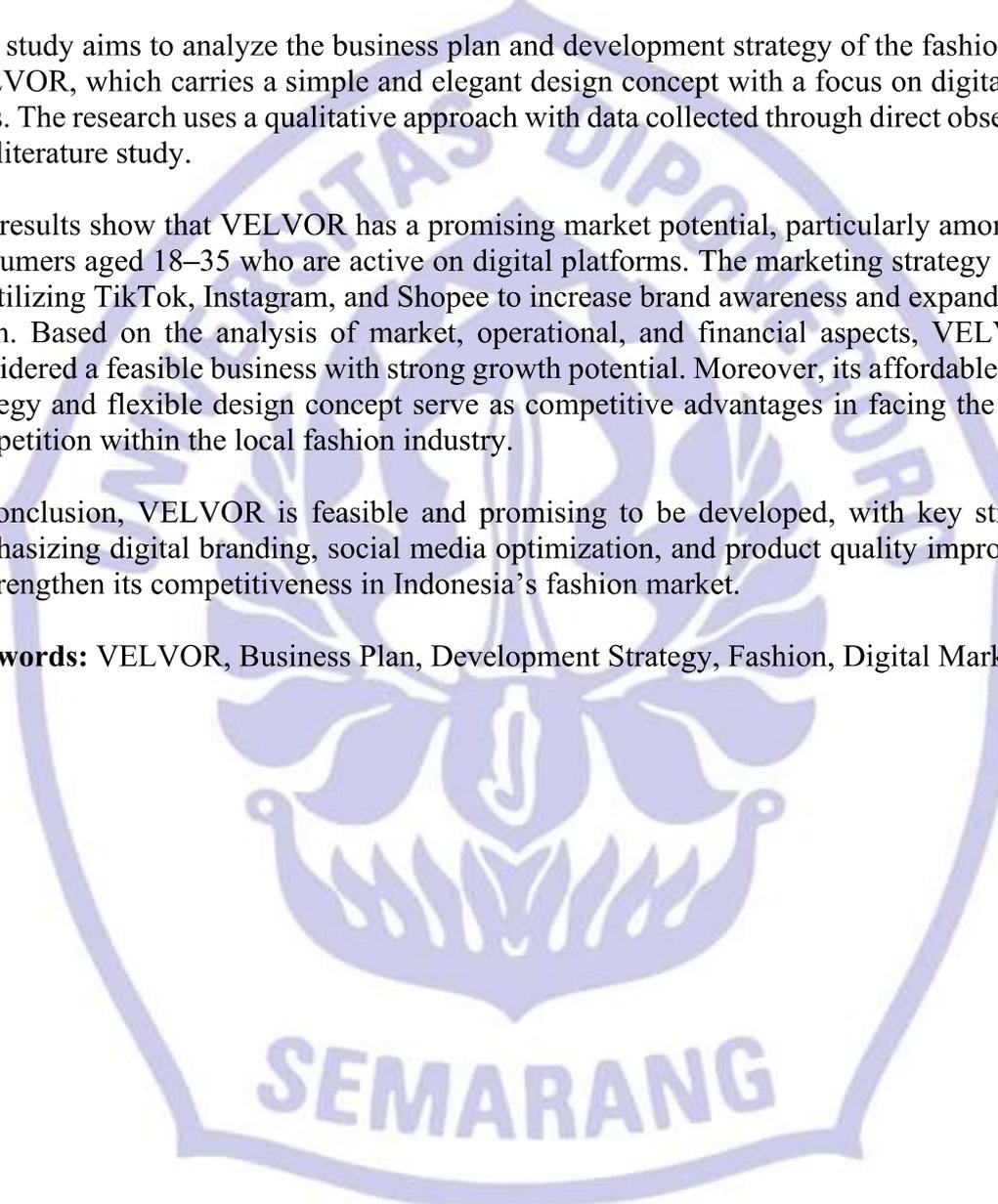
ABSTRACT

This study aims to analyze the business plan and development strategy of the fashion brand VELVOR, which carries a simple and elegant design concept with a focus on digital-based sales. The research uses a qualitative approach with data collected through direct observation and literature study.

The results show that VELVOR has a promising market potential, particularly among male consumers aged 18–35 who are active on digital platforms. The marketing strategy focuses on utilizing TikTok, Instagram, and Shopee to increase brand awareness and expand market reach. Based on the analysis of market, operational, and financial aspects, VELVOR is considered a feasible business with strong growth potential. Moreover, its affordable pricing strategy and flexible design concept serve as competitive advantages in facing the intense competition within the local fashion industry.

In conclusion, VELVOR is feasible and promising to be developed, with key strategies emphasizing digital branding, social media optimization, and product quality improvement to strengthen its competitiveness in Indonesia's fashion market.

Keywords: VELVOR, Business Plan, Development Strategy, Fashion, Digital Marketing.



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