

ABSTRACT

Competition in the fashion accessories industry in Indonesia continues to increase. Many similar businesses have sprung up to become number one in the Indonesian market. Seeing this competition, a Chainforeal brand that is engaged in the fashion accessories industry appears. This research was made to analyze the development of all aspects ranging from operations, human resources, marketing, and finance. The purpose of this research is to see how far the progress that Chainforeal has made in the last 5 months in this industry.

Details of all these aspects can be seen in general in a strategic plan on the Business Model Canvas and Action Plan carried out by Chainforeal management. This business operates in the city of Semarang with the coverage of the Indonesian market through online. The data is then processed and analyzed so that the movements that have been carried out by Chainforeal can be seen.

The results of the research for the last 5 months starting from November 2020 - March 2021 show that Chainforeal's business is feasible in running its business. The final result of this research Chainforeal has been able to produce 26 kinds of products and has a return on investment of 3% and a payback period of 4.88 months.

Keywords: business development, operational aspects, human resources aspects, financial aspects, marketing aspects, legal aspects, social and economic aspects