

ABSTRACT

This research aims to design a business development strategy for Curated by Mare, a preloved fashion business that focuses on selling branded clothing with good quality and more affordable prices. This business comes as a solution to the increasing consumer awareness of sustainability and interest in second-hand fashion products that are still valuable.

This research uses a descriptive qualitative approach. Data collection techniques were conducted through direct observation, structured interviews with owners and customers, as well as literature and secondary data. To analyze the internal and external conditions of the business, a SWOT approach was used, while Business Model Canvas was applied to compile a comprehensive Business Plan.

The results of the analysis show that Curated by Mare has promising market potential, especially among young urban women who follow trends and prioritize functional value and sustainability. Based on the financial feasibility analysis, the business is considered feasible to develop, with an NPV of Rp325,573,703, an IRR of 154%, a payback period of 1.2 years, and a Profitability Index of 2.19. Even in the worst-case scenario, such as a decrease in revenue or an increase in costs, the business still shows positive viability indicators. The business development plan includes a social media-based marketing strategy, operational improvements, organizational structure improvements, and financial projections that support future expansion.

Keywords: *Business Plan, Preloved Fashion, Marketing Strategy, SWOT Analysis, Business Model Canvas, Business Feasibility*