

ABSTRACT

This research discusses the business plan of the HayNonna Muslim clothing business in Pekalongan Regency. The purpose of this research is to analyze HayNonna's business plan through several approaches, including: marketing market aspects, human resources, management, operations, finance, law, economics and the environment.

This research uses a qualitative descriptive approach. The analysis technique used is SWOT analysis (Strengths, Weakness, Opportunities, Threats) to evaluate the internal and external aspects of the company. This research was conducted directly on the object, especially to collect data and various information that was carried out intensively, in detail and in depth.

The results of this study indicate that the HayNonna business is a business that is in a fast market but cannot compete because it has not reached the market optimally so that the strategy to be carried out is market expansion through several plan efforts, namely: optimizing marketing through social media marketing and e-commerce marketing, improving product quality, innovating product design, doing business management effectively and efficiently, and improving service quality. In terms of finance, HayNonna's financial performance shows promising growth potential. Within one year, HayNonna managed to record a turnover of Rp 40,579,000 with a net profit of Rp 6,996,710. With the strategic plan that has been designed, it is expected that these figures can increase in the future.

Keywords: *Business Plan, Business Feasibility, Muslim Clothing Business*

