

ABSTRACT

The fashion business is one of the businesses that has the potential to be successful, considering that fashion in Indonesia is now increasingly developing following the flow of modernization. This development makes society more reflected in determining their lifestyle, because fashion will support a person's appearance to make it more attractive. Tuku Kelambi can take advantage of this opportunity to maximize business performance through business aspects. This research aims to analyze and identify strategies for optimizing business opportunities to increase business competitiveness in the fashion sector and determine whether the business development carried out by Tuku Kelambi will be profitable.

This research uses a qualitative method with a descriptive approach, where data is obtained through in-depth interviews, observation and analysis of documents related to the development of the Tuku Kelambi business. Secondary data from literature studies is used to strengthen primary data in formulating and writing business plans. In addition, SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) is used to evaluate the company's internal and external conditions in exploiting existing business opportunities.

The total funding required to carry out this project is IDR 107.606.000, with details of investment costs IDR 39.238.000 and working capital costs of IDR 68.368.000 for the first year of the project. The results of the sensitivity analysis of this total funding show a net present value (NPV) of IDR 358.780.345 an internal rate of return (IRR) of 90%, a payback period (PBP) of 1 year 5 months, and a profitability index of 1.36. The results of each component show that the Tuku Kelambi business can be profitable and can be run.

Keywords: *optimization of business opportunities, business plan, business analysis, fashion*