

ANALISIS RENCANA BISNIS TERHADAP STARTUP AKSESORIS MANIK-MANIK FLOWERRY. FORIST

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Abstract

The development of the use of accessories has increased quite rapidly. It can be seen from the establishment of 500 fashion and accessories brands in Indonesia. Apart from that, news about the growing trend of using accessories also appeared on various online news websites such as Kompasiana and TrenAsia. With the increasing number of designs and types of accessories that suit your needs, this is the reason for the increase in accessory consumers. There are various types of accessories that can be adapted to the needs and style of the wearer. Since 2020 until now, beaded accessories have become one of the most popular accessories among teenagers and adults. Examples of crafts that are usually popular are earrings, bracelets, rings and necklaces. Marketing for bead craft products already uses social media and offline sales. The method in this writing is qualitative in the form of a statement, then, to analyze, the author uses descriptive analysis where the data is collected according to the truth, then processed and analyzed to get conclusions from the main discussion. This research aims to find out how high consumer interest is in selling bead accessory products in the Bandung area. The results of this research will be shown by SWOT matrix analysis and business model canvas. Using these 2 analyzes will help to analyze market demand, adjust prices, improve product quality by increasing innovation and creativity in product manufacturing.

Keywords: Bead crafts, SWOT and BMC