

ABSTRACT

Fariz Fashion as one of fashion company and as convection of some local brands located in Jakarta. This company had rapid progress in the 2000s. But along with the progress technology, it had an impact for some fashion companies has been there before, as a result many new fashion companies with large and small scales are appears now. It brings its own influence for Fariz Fashion company of course, there's decrease in sales volume from time to time. And must be overcome immediatally if Fariz Fashion want to survive and compete with other companies.

One step to overcome the problem is change the company's marketing strategy. The concept of maketing strategy uses the line product whose concept consists are line dept, line concistency, line vulnerability and line extension.

The SWOT innovation concept is expected as a recommend to Fariz Fashion. What step should they do in the future to be able to compete with other companies and can increase the volume of sales.

Keywords : Fariz Fashion, Marketing Strategy, SWOT.