

## **ABSTRACT**

Fashion is about clothes or clothing which is talking about something that is related to self. Fashion is a basic need of society which touches everyday life, starting from affecting what is worn, eaten, a way of life, and how to look at to yourself, therefore, the fashion industry is growing rapidly. As one of the fastest growing industries in Indonesia, however, fashion is still very limited for women plus size. Information technology is getting ahead, pushing business processes that initially require face-to-face transactions, becoming easier by using online systems. Based on this, the business opportunity to sell plus size clothing products with exclusive design by relying on online system is quite promising. To plan the right business, a business plan is required.

This business plan study defines business concepts, financial feasibility studies, and arrangement of the business plan. From the result of financial feasibility test with the value of NPV equal to Rp 142.925.458, -, IRR equal to 31.51%, and the payback period is 2.14 year. From that matter, Mrs. Puff business concept is feasible. After a proper business financial feasibility study, the next business plan was prepared for a store called Mrs. Puff.