

## **ABSTRACT**

The rise of the business brownies that exist in the city of Bandung raises strict competition. Vannisa Brownies is one of the business brownies that exist in the city of Bandung, that Vannisa Brownies certainly have a lot of competitors. Nowadays millennials are dominating, with so many companies targeting its products to millennials one of the culinary industries. However at the end of the year 2019 Vannisa Brownies itself has not targeted its products to millennials and will plan to target its products to millennials. Design is rated as one solution to improve the development of a business in the face of competition. In this research author collects data through methods of observation towards the business of Vannisa Brownies, library studies related to business analysis and design strategy designing, as well as interviews to owners of the Vannisa Brownies business which was subsequently analyzed using methods contained in the design strategy framework, ranging from external analysis to internal company analysis such as PEST analysis, Porter's 5 Forces, PLC, audit design, and After analyzing the authors conduct design strategy that includes corporate strategy, including promotional media and design innovations. With this final task is expected to help Vannisa Brownies in determining the appropriate design strategy to improve the development of its business so as to compete amid the tight competition.

Keywords: strategy design, MSME, promotion strategy, Brownies, Vannisa Brownies