

## **ABSTRACT**

*Competition for micro bussiness in Bandung City is getting tougher with the emergence of various kinds of products, innovations, and its strategic position as a tourist and education center. The utilization of technology is also important with many micro bussinesses turning to digital platforms to expand their market. Price and quality factors are also key in this race. Florentine Bakehouse is one of the micro bussiness that engaged in the culinary field, especially bakery. Florentine Bakehouse is located in Cihapit Market, Bandung City. This micro bussiness has a feminine and instagrammable visual concept that is attractive to young women, especially those who like cookies. Even so, due to the less strategic location, Florentine Bakehouse is still not widely known by the public, especially Cihapit residents. This research aims to solve these problems through rebranding using SWOT and comparison matrix analysis methods and designed using the AISAS concept. Improvements to the logo, packaging, and increased promotion through social media will be carried out.*

**Keywords** : *UMKM, Florentine Bakehouse, UMKM Florentine Bakehouse, branding, packaging.*