

## **ABSTRACT**

*In the era of globalization, which is filled with rapid improvements in various aspects, the development of local perfume businesses in Indonesia has experienced significant growth in recent years. This means that the Indonesian market's interest in local perfumes continues to increase. One of the local brands that operates in the perfume industry in Indonesia is Readyset Perfumery. In the past year, Readyset Perfumery has shown several symptoms of problems, such as fluctuating sales trends that are still below the national sales trend, low heart share and differentiation with competitors, and suboptimal marketing communication program implementation. These symptoms can arise due to factors that affect the sales performance of Readyset Perfumery. After conducting in-depth observation, three aspects have been identified for brand improvement, namely by designing a positioning strategy to strengthen competitiveness in facing competitors in the local perfume market.*

*In this Final Project, the input data used for data processing is a sample data of 150 local perfume brand users. The competitive conditions based on the position of each brand and attributes on the Perceptual Mapping are divided into three competitive regions coded as region A, region B, and region C. Region A is dominated by Saff n Co. with the attribute of Brand Popularity. Region B is dominated by Alchemist Fragrance with the attribute of Packaging Design. Region C is occupied by three brands, namely De.Claire's, Readyset Perfumery, and Mine Perfumery. These three brands are perceived to be strong in terms of fragrance variation and size variation. To obtain a positioning improvement design, an identification of Strengths, Weaknesses, Opportunities, and Threats (SWOT) was conducted on each attribute as the basis for designing the Readyset Perfumery positioning strategy by looking at important aspects of Readyset Perfumery internally and externally.*

**Keywords: Positioning, Multidimensional Scaling, Perceptual Mapping, SWOT ANALYSIS, Brand Parfum Lokal, Readyset Perfumery.**