

## **ABSTRACT**

*Flowerry.forist is a company specializing in the production of bead accessories, currently facing a significant challenge of limited production capacity. The company can produce only 80 pieces per day, whereas market demand reaches 300 pieces daily. This study aims to identify obstacles in the production process and formulate effective and efficient strategies to enhance production capacity.*

*The research employed methods such as production data analysis, workforce requirement calculations, and an evaluation of production optimization strategies. Proposed solutions include recruiting 14 additional workers, utilizing production aids like threading machines, implementing a structured task allocation system, and establishing partnerships with local artisans. These strategies are designed to increase production capacity without compromising product quality.*

*The findings indicate that the proposed strategies can boost production capacity to meet the target of 300 pieces per day. Additionally, these strategies ensure the effectiveness of the production process while improving cost efficiency. By implementing these measures, Flowerry forist can not only meet growing market demand but also seize opportunities for product diversification to expand its market reach. This study provides practical guidance for the company to enhance its competitiveness and business sustainability.*

**Keywords:** *production capacity, production process, effectiveness, efficiency.*