

ABSTRACT

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Study Program: Entrepreneurship

Title: Business Planning Habit Slides

Footwear is one of the primary needs that can never be separated from human needs. As the times evolved, footwear that was originally only used as a road is now a part of fashion. Fashion is a style of appearance that looks attractive to others. The fashion industry is growing rapidly in Indonesia. Habit Slides is one of the new players in the fashion industry, focusing on producing one important part of fashion, namely footwear. The footwear produced by Habit Slides are slides on sandals made of EVA (Ethyl Vinyl Acitrate) which is a new type of environmentally friendly plastic foaming. EVA is a material that is usually applied to basketball shoes, running shoes and other sports shoes that require comfort. The purpose of this study is that Habit Slides wants to find out how much consumer interest in the type of sandals slides on using business planning. The methods used for business planning are Value Proposition Design, Business Model Canvas, and SWOT Analysis. The results of the research from the questionnaire are getting 3 variables namely Customer Jobs, Customer Pain, and Customer Gain.

Keywords: *Habit Slides, slides on, business planning, implementation.*