

ABSTRACT

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Title: TRENDS OF CONSUMER NEED AND DEVELOPMENT OF MILE GIRL BUSINESS STRATEGIES

Business competition in Indonesia is quite high, so that every business entrepreneur must always have innovations to maintain the business, especially in the world of the garment business. The wholesale garment industry business such as Mile Girl is currently facing tough competition due to the emergence of new brands. The problem encountered in Mile Girl is the decreasing sales at this point, so this study aims to determine whether the behavioral trend of Mile Girl's customer needs is, to find out whether Mile Girl's customers are willing to apply the sales system in a new concept, and to decide what the right development strategy is for the Mile Girl garment business. The benefits of this research are theoretical benefits as well as practical benefits. The design of this study used a qualitative research design and used Five Porter's Forces analysis, SWOT and BMC. The data sources are 10 loyal customers of Mile Girl. The method of data collection is by depth interviews and observations. The results of this study indicate that Strengths and Opportunities can be used to reduce the Weaknesses and Threats of Mile Girl, and know that 7 out of 10 loyal customers of Mile Girl are willing to become Mile Girl's official reseller with the applicable rules. This research also results in the development or updating of the Business Model Canvas design of Mile Girl.

Keywords: SWOT, BMC, Five Porter's Forces, Customer Needs, Strategy Development.