

## ***ABSTRACT***

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Study Program : *Entrepreneurship*  
Title : *Formulation of Strategy and Implementation Plan of DieterluAs  
A Sports Bag Brand For Out of Home Sport Enthusiast*

*Sports industry has become one of the fastest growing industry in Indonesia or internationally. Can be recognized by the existence of Indonesian or international brands that have been approved in the sports industry. By 2020, the emersion of Covid-19 pandemic that make an impact on the increasing number of people who do sports to improve health and to increase antibodies. It becomes one of the opportunities that has to be utilized properly. Now, Dieterlux will be focusing on producing a sport bag. In making this report, Dieterlux used a variety of analyzes and development strategies for Dieterlux's business which are expected to help for the advancement of the industrial businesses in Indonesia and can certainly benefit all readers. The analyzes used by Dieterlux are PEST, industry analysis, value proposition design, business model canvas, desirability (marketing), feasibility (operational), and viability (financial). This is intended to implement the strategies that will be carried out.*

*Keywords: Sports Bag Analysis, Marketing, Operational, Financial, VPC, BMC, STP, Marketing Mix (7P), Strategy*