

# Business Plan and Implementation Report on Fashion Business “CAYNILV”

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## ABSTRACT

This report was created with the aim of finding out how the fashion business can have a big impact on local products. The influence of brand awareness this can have an impact on the local industry where the product is made. Brand awareness is important to increase sales because the more people know about a brand, the more likely they will consider and buy the products offered by that brand. Strong brand awareness can help local fashion brands maintain their position in a competitive market and continue to expand their customer base. Caynilv become a local brand that can meet the fashion needs of all groups at affordable prices with characteristics or uniqueness and maintain quality. The results of this business implementation can be realized well, although some gaps have been resolved with solutions that refer to marketing management theory. Based on the results of observations and existing opportunities, business development will be carried out by expanding the market share of products by providing other more varied products. Thus, the products produced can be more varied, and the target market can be wider.

*Keywords: fashion, brand awareness, uniqueness, local products.*

## 1. INTRODUCTION

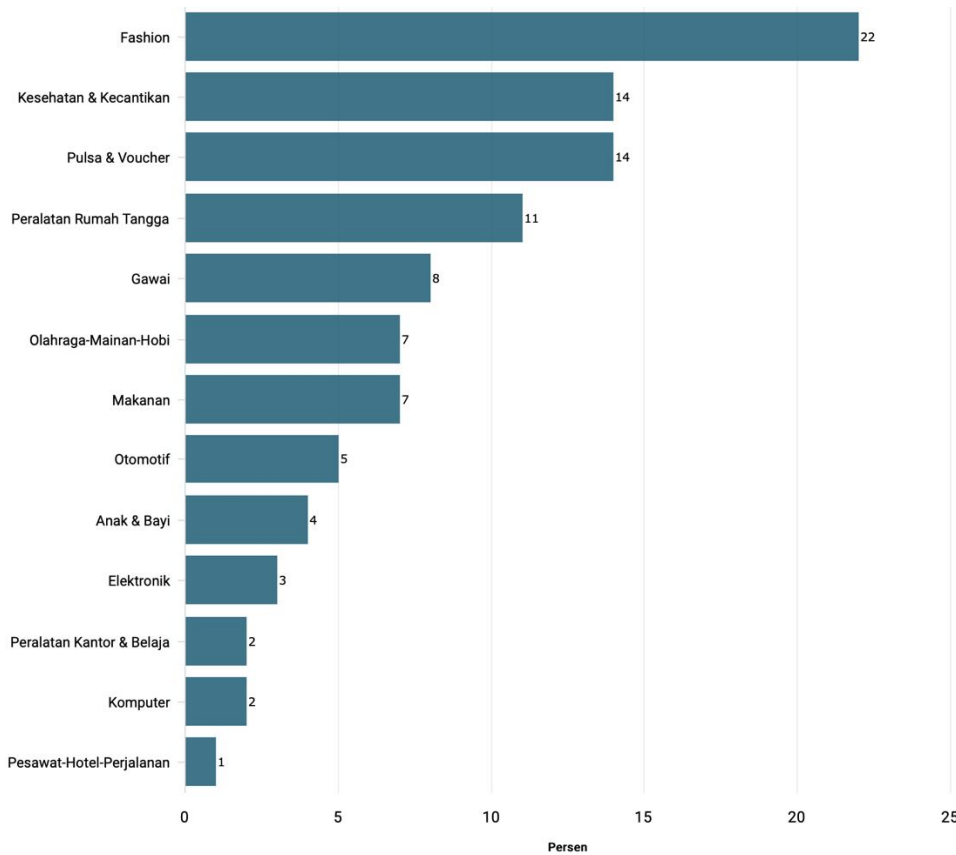
Fashion is a style of clothing that is chosen by a person or group as a self-identity by not giving up the concept of comfort for its users. Another understanding says that fashion is a form of lifestyle that can be tried, maintained, or abandoned (Susilo, 2008). Fashion is a style of clothing that is popular in a culture. The meaning of the word fashion has many points of view. According to Thomas Karyle, "fashion is a symbol of the soul. Clothing can never be separated from the development of culture and history of human life. In other words, clothing is a social skin that contains messages and also life for humans. Thomas Karyle also believes that fashion can be a clue about the identity of the wearer. Meanwhile, according to Malcom Barnard, having a point of view regarding fashion or another name for fashion is factio. Factio in Latin means "to do". It can be concluded that fashion has a very close relationship with one's activities. Lifestyle (lifestyle) sociologically (with a limited understanding) refers to the typical lifestyle of a particular group (Featherstone, 2001).

Fashion is undoubtedly a powerful means of expression. It is a form of nonverbal communication that allows individuals to convey their personality, mood, beliefs, and values through their clothing choices. Fashion provides a platform for individuals to express themselves creatively, experiment with different styles, and showcase their unique identity. Fashion is not just about following the latest trends or conforming to societal norms. It is about using clothing as a form of self-expression, self-empowerment, and self-discovery. Fashion allows individuals to break free from traditional gender roles, challenge cultural norms, and express their individuality. In conclusion, fashion is a powerful tool for self-expression, creativity, and social commentary. It allows individuals to express themselves in a unique and meaningful way, challenge societal norms, and promote positive change in the world.

The fashion industry in Indonesia has been around for a long time and has developed quite rapidly. The development of fashion in Indonesia is influenced by domestic culture and culture from abroad. Currently, fashion has a close relationship with one's lifestyle. In addition to fashion clothing, it is also related to the style of accessories, cosmetics, hairstyles, and others that can support one's appearance. The main purpose of establishing this business is to express creativity, ideas, and awareness. In addition, to achieve maximum and maximum profit. It is hoped that by establishing a business, it can

indirectly help improve the welfare of the community. In order to achieve the company's goals, the company must be able to produce products that are able to compete in the market. In order to get good and quality products, there are reliable and quality human resources, and have high creativity.

Clothing is one of human needs. Clothing has a function to protect the human body from the outside. Along with the development of the times, the function of clothing is increasingly diverse. Clothing is also a sign of a person's confidence to be fashionable, fashionable, or can show the social level of the wearer. Fashion is a style of clothing that is chosen by someone as an identity but is inseparable from the concept of comfort for its users.



**Fig. 1. Fashion products are still the prima donna in e-commerce**

The data reported by katadata.co shows that fashion products are still the prima donna in e-commerce and based on the survey results of the Katadata Insight Center (KIC) and Kredivo, it is stated that the number of product transactions has reached 22% of total shopping in e-commerce throughout 2020. From the data and statements above, it can be concluded that during the pandemic, businesses that were run offline experienced a decline due to the Covid-19 virus pandemic so that the data shows that Indonesian consumers' interest in and purchasing power for fashion products is still increasing even though it was hit by the covid virus pandemic -19 with the increasing number of cases and the economic downturn experienced by some Indonesian people.

Local fashion products can also be sold online. In today's digital era, many local fashion brands have opened their own online stores or sell their products through e-commerce platforms such as Tokopedia, Shopee, Bukalapak, and others. so it can reach a wider market - By selling local fashion products online, brands can reach a wider market. Products can be sold throughout Indonesia or even abroad. besides that, it also makes it easier for customers to shop - With online stores, customers can easily view products, compare prices, and buy products without having to go to a physical store. This can facilitate customers and increase customer satisfaction. so as to expand customer base - By using social media and e-commerce platforms, local fashion brands can broaden their customer base and build a larger fan community.

## 2. LITERATUR REVIEW

### 2.1 Opportunities to Open a Business in the Fashion Sector

Currently, fashion is a business that can be considered quite large and profitable for the fashion business itself. As said by Jacky Mussry, Partner / Head of the Consulting & Research Division at MarkPlus&Co, the phenomenon of the rush of various products towards fashion appears when consumers increasingly want to be recognized as a person. Because of this, they deliberately form their own identity and then unite with groups that are aligned with it. This is a person's pride if he can enter into what is becoming a general trend, because it means he is considered fashionable, as modern because he always follows fashion. (Capturing the Dynamics of Success in Fashion Business, 2004).

The need for this clothing is increasing over time and with the development of "fashion". Clothing fashion has always been dominated by women, until now Indonesia is also open about fashion and accepts various brands from all over the world. We know that from year to year fashion is always evolving. The results of research conducted by Atmadji (2004) suggest that Indonesians tend to prefer to consume imported products and avoid using domestic products. This happens because most consumers carry out their consumption activities for the sake of determining their self-identity whereas, buying local products can help strengthen the local economy by supporting small and medium enterprises in the area. This can help create jobs and increase income in the area. Local producers are usually more connected to the local market and find it easier to get feedback from their consumers. This can help local producers improve and increase the quality of their products to meet consumer needs. Changes in fashion are influenced by many aspects. The need for this clothing is increasing over time and with the development of "fashion". Clothing fashion has always been dominated by women, until now Indonesia is also open about fashion and accepts various brands from all over the world. We know that from year to year fashion is always evolving. Changes in fashion are influenced by many aspects.

## **2.2 Strategies with Innovative Product Variants**

Caynilv is a business engaged in fashion. In the initial planning as a business development, caynilv will produce several types of clothing that keep up with the times but are also timeless in Indonesia and have gone through research and will market them online through social media and marketplaces to be used as online taking as buying and selling transactions. Caynilv targets quality and quantity so that the sales flow can run for the long term accompanied by evaluation and innovation. This is believed, because Caynilv's marketing activities are carried out through social media platforms and marketplaces. This marketing activity is by creating interesting content and creating paid advertising content or. Ads to expand the audience.

## **2.3 Hypothesis**

The hypothesis for this paper is about "The low brand awareness of local products of a brand is influenced by the lack of familiarity that consumers have with a brand or product that is delivered". The hypothesis will be evaluated by looking at the gap between the implementation of the business model and the previously prepared plans in 2022.

# **3. METHODOLOGY**

## **3.1 Business Profile**

Caynilv is a business engaged in the fashion sector with a product focus on women's clothing

Caynilv is a brand as well as a manufacturer of quality women's clothing. Of course, Caynilv provides good quality at prices that all people can afford and competes with imported products. Caynilv products vision become a local brand that can meet the fashion needs of all groups at affordable prices with characteristics or uniqueness and maintain The products offered by Caynilv are women's fashion products and provide business opportunities with an affiliate system by becoming an affiliate who can sell Caynilv products again by creating interesting content via Tiktok posts. Aspects of Caynilv's production currently use an outsourced system including the process of making patterns, sewing to finished clothes. The marketing aspect carried out by Caynilv is by doing online marketing. Online marketing is done by creating business accounts on social media (Instagram & TikTok) and marketplaces (Shopee & TikTok Shop), as well as advertising on social media using an endorse and ad system.

According to Sunyoto (2015) states that workforce training is any effort to improve worker performance in a particular job that has become his responsibility or a job that is related to work. Human resources are resources that can help achieve company goals. Competent human resources in their respective fields are needed to carry out tasks, both within the organization and within the corporation. Human resource management (HR) is very important for the proper execution of activities in a business or organization as well as for achieving the intended goals. One of the purposes of communication channels between workers and businesses is the use of human resource management. Planning, directing, leading, organizing, and controlling can all be involved in practicing human resource management.

Caynilv has 6 human resources staff, consisting of two caynilv human resources and four tailors. HR from Caynilv has duties and responsibilities for the six positions mentioned, the six positions include: owner/business owner, marketing

staff, operational staff. In addition, Caynilv also has outsourced human resources from sewing vendors consisting of vendor heads who are pattern makers and twenty five sewing workers

### **3.2 Business Model**

Caynilv has several important elements to support the company's work system and can help check all company activities to be able to determine whether the existing system is running or not. According to Osterwalder and Pigneur (2012) the Business Model Canvas is the same language for describing, visualizing, assessing and changing business models. The Business Model Canvas concept is well suited for firms that are already up and running since it enables organizations to explain and show a business model that is operated simply before modifying it in accordance with company needs and producing new alternative strategies.

#### **3.2.1 Customer segment**

Caynilv has customer segments mostly young people ranging in age from 17 to 47 who have jobs as students, college students, young mothers, and fashionable young people.

#### **3.2.2 Value proposition**

The value proposition obtained through the value proposition canvas analysis adjusts to the current trend. The price represented by Caynilv can still be reached by all circles, both lower, middle, and upper circles with the virtue of quality. Caynilv also facilitates product photos with good quality so that customers can clearly see the products offered. Caynilv also provides a guarantee of return or replacement of the product if the consumer's goods are defective. Caynilv continues to develop his business for profit and always adapts to the existing digital world so that it can expand the reach of customers.

#### **3.2.3 Channels**

Caynilv has 2 channels in running its business, namely through social media and market place. Social media being a platform Caynilv in running his business is Instagram and TikTok. In running his business, Caynilv attracts audiences by providing creative and interesting content that can attract audiences according to the market, and uses paid advertising features on social media platforms to reach more audiences and can sell products to these audiences.

#### **3.2.4 Customer relationship**

Caynilv's customer relationship, in running its business Caynilv has four important aspects, namely: friendly service with a predetermined time, complaint return and product replacement services if there is a defective or damaged product, transparency in the packaging and delivery process of goods, and establishing communication through interesting and informative content for consumers.

#### **3.2.5 Key resources**

Caynilv has four important key resources aspects in running his business. First the sewing vendor which is an outsourcing vendor chosen by Caynilv and has an important role in starting a fashion business. Secondly, experts in the manufacture of design patterns from Caynilv products. The third is an internet connection and support in the form of smartphones and PCs which are the main basis for running a digital-based clothing fashion business and run online through social media. And the last one is the financial aspect, namely the initial capital to run the business.

#### **3.2.6 Key partnership**

Caynilv has five key partners in running its business such as raw material suppliers, tailors, sales platforms, and expedition services to deliver products.

#### **3.2.7 Key activities**

Caynilv has five key activities in running a business. Some activities in running its business such as trending product research, production processes and quality control, marketing activities, as well as product delivery and delivery.

#### **3.2.8 Revenue stream**

A revenue stream refers to the source of income or cash inflow for a company or an individual. It can be defined as the means by which a business generates revenue from the sale of goods, provision of services, or any other income-generating activity. To get revenue Caynilv applies online sales to its products. A company can have multiple revenue streams from different sources, and the combination of these streams can determine its financial performance and sustainability. Understanding and optimizing revenue streams is essential for businesses to maximize their profitability and long-term success.

#### **3.2.9 Cost and structure**

In running his business, Caynilv has six costs, namely the cost of purchasing raw materials, fixed costs which are internet costs for quotas or wifi that are issued every month, tailor costs whose estimated expenses are determined from how many clothes are made for each production, and marketing costs to support the running of the business.

### **3.3 Marketing Strategy**

Based on data on the proportion of product transactions in e-commerce in 2020 in Indonesia, it shows that fashion products are still the prima donna in e-commerce. Coupled with the results of the Katadata Insight Center (KIC) survey data and kredivo, the number of transactions obtained reached 22% of the total spending in e-commerce during 2020. So that the opportunity to run a fashion business in Indonesia online has strong fundamentals. This shows that even though Indonesia has been affected by the Covid-19 virus outbreak and some of its citizens are experiencing an economic crisis, people's interest and purchasing power in stylish products is still relatively strong. This is an opportunity for Caynilv to create a business and introduce his clothing products more broadly and sell them to buyers. In addition, along with the growth and development of the internet in Indonesia, it gives rise to business opportunities to expand the scope of the online market.

according to Rasyid (2017), promotion is one of the variables in the marketing mix that is very important for companies to implement in marketing service products. Promotional activities not only function as a communication tool between companies and consumers but also as a tool to influence consumers in purchasing activities or using services according to their wishes and needs. In running its business Caynilv sets two types of promotional strategies. Marketing strategy involves analyzing the market, understanding customer behavior, and developing a marketing mix that includes product, price, promotion, and place. It also involves identifying the most effective marketing channels to reach target customers and measuring the results of marketing efforts to continually improve the strategy.

Without a solid marketing strategy, businesses risk wasting resources on ineffective marketing campaigns, missing opportunities to reach potential customers, and losing market share to competitors. Therefore, it is important for businesses to invest time and resources in developing and implementing an effective marketing strategy to achieve their business goals and remain competitive in the market.

#### **3.3.1 Two types of promotional strategies**

##### *3.3.1.1 Brand awareness strategy*

To increase the knowledge of the audience or potential customers towards the Caynilv brand is the goal of the brand awareness strategy. This method is implemented through Instagram and TikTok, two social media sites with paid and unpaid options. Endorsements and paid promotions are run through endorsements on Instagram profiles with accounts that have a large number of followers and a high level of engagement. In addition, sponsored promotions can be run by using paid advertising platforms Instagram and Tiktok by specifying the goals and costs that will be incurred. Meanwhile, unpaid promotion is carried out by posting content on Instagram with aesthetic and interesting content. The output of the Brand Awareness Strategy is increasing brand awareness among the target market. An effective brand awareness strategy can help increase customer understanding and knowledge about the brand and the products offered. An effective brand awareness strategy can help customers understand brand characteristics and values. This can help differentiate the brand from competitors and create an emotional bond between the brand and the customer.

##### *3.3.1.2 Personal selling strategy*

The personal selling approach is one that aims to market to potential customers directly. Make use of social media sites like Instagram and TikTok. First, Caynilv broadcasts to potential customers in the Shopee Caynilv database. Second, Caynilv pihalk makes direct offers to Instagram accounts that are also already in the Caynilv database through the InstaStory feature and marketplace links. So that the benefits obtained by Caynilv When carrying out these activities make customers loyal and interactive to the products offered by Caynilv. This marketing strategy involves direct interaction between sellers and customers. The output of a personal selling strategy may vary depending on the goals and target market of the company. Personal selling can help increase sales by providing information about products and providing explanations about product benefits directly to customers. Sellers can help customers understand their needs and offer suitable solutions. The benefits can help increase customer retention by building strong relationships and ensuring long-term customer satisfaction. Sellers can build customer trust and loyalty by providing ongoing support and attention.

#### **3.3.2 Marketing mix strategy**

One form of marketing strategy that is able to support product marketing to create customer satisfaction is the use of a marketing mix which includes product, price, promotion, and physical evidence or place. With blockchain implementation, marketers will be in a position to strengthen their marketing mix strategy (4Ps of marketing: product, price, place and

promotion) as blockchain increases the effectiveness of all elements of the marketing mix (Madhani, 2022). In other words, variables in the marketing mix will affect consumer satisfaction in buying a product. As a result, these variables are variables that are predicted to drive consumer satisfaction. Customer loyalty will be influenced by customer satisfaction, ensuring the survival and expansion of the company that has been established. The components of the marketing mix themselves collaborate (combine) in this action. Because according to its design, each component of marketing needs the help of other components in order to function. Of course, the application of the marketing mix in the business world involves the adoption of ideas that suit the needs of each company. Thus, the effectiveness of the Marketing Mix Strategy depends on how the four elements are used in an integrated and efficient manner. The right strategy in each element can help companies achieve marketing goals and increase customer satisfaction. However, companies must always keep an eye on changing market trends and needs to ensure an effective and relevant marketing strategy.

### 3.3.2.1 Product

The products produced by Caynilv are physical products in the form of women's clothing with seven different types, and provide affiliates for affiliates to market them. The right product can meet the needs and desires of customers and provide added value to the company. High quality and attractive products will be easier to market and provide high customer satisfaction. Quality products can be added value for consumers and increase the perception of product value in the eyes of customers. A quality product can provide benefits such as longer product shelf life, better functionality, higher efficiency, and a better user experience.

### 3.3.2.2 Price

Caynilv set a pricing policy using cost plus pricing. When using this method, all costs that must be incurred before the product is ready to be marketed to potential consumers, including the cost of materials or fabrics. Then set the right price for each product and then add a certain nominal to get the desired profit. So Caynilv sets the selling price for each product from the price range of Rp. 30,000 – Rp. 50,0000. Prices that are too high can reduce demand, while prices that are too low can affect customer perceptions of product quality. The right price can help a company achieve the desired profit and maintain customer satisfaction.

### 3.3.2.3 Promotion

Caynilv uses a variety of promotional tactics tailored to the objectives, customers, and resources available. First, Caynilv did endorsement promotions carried out by several Instagram accounts that have high engagement. Second, Caynilv uses Instagram ads that aim for brand awareness. Finally, Caynilv uses social media to approach the audience as a promotional activity.

### 3.3.2.4 Place

Caynilv uses an online platform as a place where potential buyers can make product purchase transactions. Caynilv utilizes market place platforms in the form of Shopee, TikTok Shop, and social media in the form of Instagram. Distribution of Caynilv products through the right distribution channels allows products to reach customers quickly and efficiently. Product placement in strategic places can also increase product attractiveness and facilitate access for customers. The presence of e-commerce makes it easier for world fashion actors to market their products with a wider range. In addition, buyers get convenience with the many choices of products that can be purchased. In the past, shopping had to go to a store or market, now you can shop from home, namely by shopping online at e-commerce, webstores, and social media (Winto, 2021).

## 4. RESULTS AND DISCUSSION

Caynilv was established in 2021 when it was still a difficult year for some Indonesians, including business people. Since the covid-19 pandemic, it has had a negative impact on some Indonesians, such as the economic downturn. For offline business people, the impact of this pandemic makes it difficult for business people to run their business so that not a few business people have to close their businesses. But over time with new adaptations, it does not become a basis for doing and growing a business. Because of the new normal policy, people use the internet more, including for online shopping. So as to make business people again take advantage of new opportunities online.

Caynilv provides good quality at prices that all people can afford and competes with imported products. The products offered by Caynilv are women's fashion products and provide business opportunities with an affiliate system by becoming an affiliate who can sell Caynilv products again by creating interesting content via Tiktok posts. Aspects of Caynilv's production currently use an outsourced system including the process of making patterns, sewing to finished clothes. The

marketing aspect carried out by Caynilv is by doing online marketing. Online marketing is done by creating business accounts on social media (Instagram & TikTok) and marketplaces (Shopee & TikTok Shop), as well as advertising on social media using an endorse and ad system.

To increase the knowledge of the audience or potential customers towards the Caynilv brand is the goal of the brand awareness strategy. This method is implemented through Instagram and TikTok, two social media sites with paid and unpaid options. Endorsements and paid promotions are run through endorsements on Instagram profiles with accounts that have a large number of followers and a high level of engagement. In addition, sponsored promotions can be run by using paid advertising platforms Instagram and Tiktok by specifying the goals and costs that will be incurred. Meanwhile, unpaid promotion is carried out by posting content on Instagram with aesthetic and interesting content.

Caynilv also has not carried out live streaming activities that routinely and consistently share videos on social media to increase brand awareness and market share for Caynilv products. This is due to the limited time that Caynilv members have to carry out marketing activities. Thus Caynilv in solving the problem by using the right timing. From the problems above, Caynilv implemented several strategies to solve the problem effectively and efficiently, namely by implementing a social media marketing strategy and a marketing communication strategy. In Caynilv's social media marketing strategy, the focus is on building awareness, memory, and action on the brand, the business of Caynilv products is in accordance with what was stated by Gunelius (2011); Mileva and Achmad (2018) regarding social media marketing by using several variables to make social successful.

## 5. CONCLUSION

Caynilv is a business engaged in the fashion sector with a product focus on women's clothing which was founded on July 7 2021 in the city of Jakarta. Caynilv is a brand as well as a manufacturer of quality women's clothing. Of course, Caynilv provides good quality at prices that all people can afford and competes with imported products.

The products offered by Caynilv are women's fashion products and provide business opportunities with an affiliate system by becoming an affiliate who can sell Caynilv products again by creating interesting content via Tiktok posts. Aspects of Caynilv's production currently use an outsourced system including the process of making patterns, sewing to finished clothes. The marketing aspect carried out by Caynilv is by doing online marketing. Online marketing is done by creating business accounts on social media (Instagram & TikTok) and marketplaces (Shopee & TikTok Shop), as well as advertising on social media using an endorse and ad system.

From a series of analyzes and problem solving strategies regarding the lack of brand awareness of the Caynilv brand and the lack of traffic and audience reach on social media and online stores (market places). For evaluation, Social media marketing strategies and marketing communication strategies can be carried out with little budget but still have a big impact on brand awareness of a brand. Using content references that are currently viral on other social media has a fairly high reach in social media marketing, followed by using the social media platforms Instagram & TikTok as the main platforms. On social media, TikTok focuses on directly promoting content created by business owners themselves in order to get wider reach and engagement. **The author suggests for further research to be able to understand more about digital platforms so that they can use them properly and maturely.**

The problem solving strategy undertaken by Caynilv resulted in a significant increase in followers and traffic on Caynilv's social media Instagram and TikTok (increasing 2,850 to 15,800), on the Shope marketplace there were 84.4 thousand to 92.2 thousand visitors and products were viewed by 53%. Whereas in the TikTok marketplace, it can be seen that after carrying out a problem-solving strategy, there were 263.38 thousand views of the product.

## COMPETING INTERESTS:

**Authors have declared that they have no known competing financial interests OR non-financial interests OR personal relationships that could have appeared to influence the work reported in this paper.**

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## DEFINITIONS, ACRONYMS, ABBREVIATIONS

Here is the Definitions section. This is an optional section.

**Term:** Definition for the term