



Indonesian Journal of Economics,
Business, Accounting, and Management

E-ISSN: 2988-0211 | Vol. 02, No. 04, 2024, pp. 109-122

Journal Homepage: <https://journal.seb.co.id/ijebam/index>

Business Design and Implementation: Feasibility Study of Almond Chic Fashion Business in Yogyakarta

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| ARTICLE INFORMATION | ABSTRACT |
|--|---|
| Sections Business Design Article | This research aims to answer the problems of people around the author who like Muslim fashion with vintage, casual and modern models, but which can still be used for a long time or is timeless. Almond Chic business development involves preparing marketing, operational, financial and human resource management plans. The marketing plan includes promotional strategies using social media platforms. The operational plan includes the product design process, raw material selection, and distribution to consumers. Financial plans focus on managing funds. Some of the challenges faced in implementing this business include marketing strategies that are not yet optimal, target markets that are not yet broad, and business implementation that is not in accordance with the planned schedule. This implementation report covers the entire period of 12 months since the initial design of the business idea began. |
| Article History Article Submitted: 23/04/2024 Accepted: 09/05/2024 Available online: 13/05/2024 | |
| Keywords fashion business business implementation reports business development marketing strategy | |
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INTRODUCTION

Indonesia is the country with the largest population in Southeast Asia in 2023, reaching around 2,43 million people (Rizaty, 2023). Of this number, around 86,7% are followers of Islam, making Indonesia the country with the largest number of Muslims in Southeast Asia (Annur, 2023). This large number certainly has a big impact on the amount of consumption spent on Muslim fashion. According to Anggriyani (2022), currently Indonesia ranks third in terms of consumption of Muslim clothing in the world among member countries of the Organization of Islamic Cooperation (OIC) after Turkey and the United Arab Emirates.



This is certainly a big opportunity for business people in the muslim fashion sector. Fashion or clothing is anything that is worn on the body and has the main function of covering and protecting the body. Initially, clothing was used as a basic human need to cover and protect the body, but over time, clothing also had various other functions. Nowadays, clothes are also used as a means to improve one's appearance and increase one's self-confidence. For a muslim woman, clothing also has the function of covering the private parts. There are several etiquettes that you must pay attention to as a muslim woman, such as covering your private parts, not being too tight so that you don't show your curves, making thick material and not being see-through.

Currently there are many sellers of various muslim women's fashion in Indonesia, with various models and various prices. The mushrooming of the muslim women's fashion business in Indonesia has made competition between sellers increasingly fierce. With this, the author wants to make the fashion business he runs unique and have characteristics that competitors do not have. Starting from self-designed products, which apart from prioritizing quality and affordable prices, are also unique in clothing designs that combine current trends with vintage and casual styles. The product that the author created is everyday clothing that uses neutral colors and vintage motifs that can be used for a long period of time so that it will not be destroyed by time.

Based on the results of the JakPat survey, most Indonesians prefer to shop for fashion products in e-commerce compared to shopping in physical stores. The survey shows that in 2022, 58% of respondents will choose e-commerce for fashion shopping. Meanwhile, only 29% shop at physical stores (Rizaty, 2022). With this data, the author is confident in choosing e-commerce as a transaction tool in this business. And selling through e-commerce can create markets in various regions in Indonesia, not only in Yogyakarta.

This research aims to analyze how effective marketing strategies are to increase sales of fashion products online. This business design was formed through testing fashion business concepts in the real world. This process involves collecting feedback from customers, evaluating product success, and identifying opportunities for further development.

From that way, the author can find out effective marketing in running a fashion business, and can find out the steps needed to maintain sustainable innovation in the fashion business and avoid the problem of outdated fashion. Currently, there are many women's clothing businesses on e-commerce. However, not all products sold have quality materials and timeless, modern, elegant models. It is hoped that this online-based fashion can make it easier for customers to carry out transactions from various regions and is an answer for women who have a taste for vintage, casual and elegant fashion.

BUSINESS PROFILE AND ITS DEVELOPMENT MODEL

Business Profile

Fashion has various styles, including casual, vintage, bohemian, chic, retro and street. In the business that the author runs, he will mix and match vintage, casual and chic styles. Casual style is synonymous with simplicity using neutral colors and no patterns. Vintage style is synonymous with feminine clothing styles in the 80s, characterized by the use of colors that tend to be calm and identical balloon cuts on the sleeves, as well as widening at the bottom of the skirt or blouse. Chic style is a style of dressing elegantly where the wearer looks elegant, polite and luxurious. The clothing business that the author runs for design and build business is called Almond Chic, founded in February 2023 and currently all operational and marketing activities are carried out in Sleman, Yogyakarta.

Almond Chic itself has a meaning where almond is a type of nut that is synonymous with a calm brown color which means warm, comfortable, modern. It is hoped that people will also view almond chic as a brand that is characterized by being calm, warm, comfortable and modern. This brown color will later become the main color for this brand, both in product color and design concepts on social media and e-commerce. Meanwhile, chic means "beautiful" and chic is one of the styles that the author will highlight in the author's products, where this product is synonymous with grace and elegance. Almond Chic provides products in the form of blouses, shirts, dresses using premium materials and neat stitching. All production and marketing activities are carried out in Sleman, Yogyakarta. Almond Chic has a target market of women from the upper middle class, aged 16 to 50 years. This business is run online and markets its products on e-commerce such as Shopee and TikTokshop. Almond Chic targets the geographic segment of all women in Indonesia. Meanwhile, in terms of the demographic segment, Almond Chic targets upper middle class women aged 16 to 50 years including students, college students, employees and all women who have fashion tastes in line with Almond Chic products. For the psychographic or lifestyle segment, Almond Chic targets customers, namely women who like shopping for fashion online and those who follow current fashion trends. All types of transactions are carried out through e-commerce called Almond.chic.

Business Model

The customer segment for the Almond Chic business is women aged 16 to 50 years, upper middle class who like fashion and have a taste for vintage, casual and chic fashion. Meanwhile, for the value proposition, considering that Almond Chic's target market is upper middle class women, of course the author as owner prioritizes quality materials and unique and characteristic models. Apart from that, the author's way of representing the product is a premium and elegant product with a minimalist packaging design. Regarding the Almond Chic channel, the author uses social media such as Instagram and TikTok to interact with customers and promote products. Apart from that, because the shop is online-based, the author markets it through market places such as Shopee and TikTokshop.

Almond Chic's customer relationships are built through interactions with customers. The author holds profitable programs for customers. Such as giveaway programs for followers on social media, free shipping programs with minimum spending, discounts at certain times. Meanwhile, in terms of revenue, the main income of this business of course comes from product sales, namely blouses, dresses and shirts. Meanwhile, there are several key activities in this business, such as product design, purchasing materials from suppliers, clothing production at convections, promotions with advertisements on social media and endorsements from influencers, and recording sales transaction data.

Key resources and key partners in the author's clothing business require several of them, namely product storage, convection, and customer database. Shows a list of resources outside the company that are needed for the business model to run well. Key partners in this business are suppliers of fabric, labels, packaging, and expedition parties who collaborate with Almond Chic, namely JnT, JNE, SiCepat, and Shopee Express. Regarding the cost structure or costs that must be incurred to operate this clothing business, namely purchasing product materials, payment for convection services, payment for social media promotions and endorsements, and admin costs from the market place used.

Operational Aspects

In producing clothes, the first thing to do is prepare a design by looking for references on the internet and then combining it with the characteristics of Almond Chic products with a vintage

and casual style. After creating a clothing design, the next step is to determine and look for what materials are suitable for the design. Suppliers of product materials come from the Supra Textile and Zaara Textile shops located on Jl. Urip Sumoharjo, Gondokusuman, Yogyakarta. The first product, namely the mecca dress, uses premium airflow rayon material at a price of IDR 27.000 per meter or IDR 19.000 per meter if you buy one roll containing approximately 50 yards. One mecca dress product requires three meters of fabric, and the author chose four color variations, namely black, soft pink, mocha and sage with a total purchase of 227 yards or 204 meters which will make 68 dresses. For the second product, namely quinine shirts, premium cotton linen is used at a price of IDR 25.000 per meter. To make quinine shirts you need 1,5 meters for one shirt so the total price of material for one product is IDR 37.500. Kina shirts have four color variants, namely soft lilac, soft grey, broken white and sage green with 15 pieces of each color. For the third product, namely the alea ruffle blouse, it uses premium cotton rayon motifs with a price per meter of IDR 30.000. alea ruffle blouse requires 1,5 meters with a total price for one shirt of IDR 45.000. each color consists of 7 pieces.

The next step is sending the materials to the convection located on Jalan Kaliurang, Pakem sub-district, Yogyakarta. Tailors make product samples to avoid production failures, so that the author can revise the stitching until the product matches what is desired. After the sample is approved, mass production is carried out and after production is complete, a quality check is carried out and the product is packaged by the tailor using plastic clothing packaging. Production time is estimated to take one to two weeks, depending on production quantities and other customer production queues. For product packaging, the author uses polymailer plastic with the Almond Chic logo screen-printed, apart from that, the author also uses the Almond Chic label on each product.

To attract buyers' interest, good and attractive product photos are needed, so the author uses a catalog photo service in South Tangerang at a price of IDR 75.000 per product, so the total price spent by the author is IDR 900.000 for four products. After the catalog photo is complete, the product is ready to be marketed via e-commerce and the various social media platforms used. In the process of sending goods to consumers using delivery services such as JnT, JNE, SiCepat, and Shopee Express. The table below explains the number of products.

Table 1. Number of Product

| Product Name | Amount |
|--------------------|--------|
| Mecca Dress | 68 |
| Kina Shirt | 60 |
| Alea Ruffle Blouse | 28 |

Marketing Strategy

Pricing Strategy

The pricing strategy used by most companies is markup pricing, which increases the price of the product (Saleh and Said, 2019). In other words, focusing on production costs. Apart from that, the author also determines the price according to the target market, namely middle to upper class, so that the price determined is not cheap but also not too expensive and also adjusts to market prices.

Promotion Strategy

Because at the beginning sales were still through e-commerce, the author prioritized promotion through social media such as advertising products on several social media platforms such as

Instagram, TikTok and Shopee, collaborating with influencers who are known in the fashion sector by endorsing them on Instagram and TikTok, make live sales on TikTok and Shopee, regularly create content on social media both on Instagram and TikTok, increase interaction with consumers via the Instagram platform by regularly creating Instagram stories in the form of content that involves consumers.

Distribution Strategy

The distribution strategy that the author uses is direct distribution where producers deal directly with consumers both in delivery and sales. And this distribution is carried out through e-commerce where consumers can make purchases online.

Positioning Strategy

A statement that can position Almond Chic products in the minds of customers is up to date women's clothing products with vintage and casual characteristics and a minimalist impression in terms of product, packaging and appearance on social media. Therefore, we are prioritizing a positioning strategy based on attributes, which positions the product by paying more attention to the personal values that are inherent in the minds of customers, such as the identity of the color and model of the Almond Chic product.

Organizational/HR Aspects

Almond Chic is a business managed by an individual, where in carrying out this business activity, the author as the business owner has full control over all operational processes. This is because Almond Chic is a new business, and currently all business activities can still be carried out independently. However, in production activities the author collaborates with a convection service in Yogyakarta. Apart from that, another reason is that the author reduces expenditure on the HR aspect. However, it is possible that in the future the author will recruit employees as the business develops.

Financial Aspect

The table below explains the cost of production for each product
Cost of Goods Sold (Mecca Dress)

Table 2. HPP Mecca Dress

| Information | Price |
|-----------------------|-----------|
| Rayon Airflow 3 Meter | Rp 57.000 |
| Labels and Packaging | Rp 2.500 |
| Sewing Costs | Rp 30.000 |
| Total | Rp 89.500 |

Table 3. Profit Mecca Dress

| Product Name | Amount |
|-------------------------|------------|
| Selling Price | Rp 149.900 |
| 6,5% Admin Fee Discount | Rp 9.743 |
| Profit | Rp 50.657 |

Cost of Goods Sold (Kina Shirt)

Table 4. HPP Kina Shirt

| Information | Price |
|-------------------------|-----------|
| Cotton Linen 1,5 Meters | Rp 37.500 |
| Labels and Packaging | Rp 2.500 |
| Sewing Costs | Rp 30.000 |
| Total | Rp 70.000 |

Table 5. Kina Shirt Profits

| Product Name | Amount |
|-------------------------|------------|
| Selling Price | Rp 132.000 |
| 6,5% Admin Fee Discount | Rp 8.580 |
| Profit | Rp 53.420 |

Cost of Goods Sold (Alea Ruffle Blouse)

Table 6. HPP Alea Ruffle Blouse

| Information | Price |
|-----------------------------------|-----------|
| 1,5 Meter Premium Patterned Rayon | Rp 45.000 |
| Labels and Packaging | Rp 2.500 |
| Sewing Costs | Rp 30.000 |
| Total | Rp 77.500 |

Table 7. Profit Alea Ruffle Blouse

| Product Name | Amount |
|----------------------------|------------|
| Harga Jual | Rp 139.000 |
| Potongan Biaya Admin 6,5 % | Rp 9.035 |
| Keuntungan | Rp 52.465 |

Sources of Funds and Use of Funds

Source of Funds

Table 8. Source of Funds

| Source | Use of Funds | Amount |
|---------------------|--|--------------|
| Capital Personal | <i>Fabric Material</i> | |
| | Airflow Crinkle 227 Yards, 27k | Rp 5.508.000 |
| | Cotton Linen 90 Meters | Rp 2.250.000 |
| | Cotton Rayon Motif 42 Meters, 30 | Rp 1.260.000 |
| | <i>Packing Equipment</i> | |
| | Brand Label | Rp 60.000 |
| | Plastic Polymailer 100 Pcs | Rp 137.500 |
| | <i>Photo Equipment and Product Content</i> | |
| | Tripods | Rp 98.000 |
| | Statue | Rp 100.000 |

| Source | Use of Funds | Amount |
|--------|--|---------------|
| | <i>Convection Costs</i> | |
| | Mecca Dress | Rp 2.040.000 |
| | Kina Shirt | Rp 1.800.000 |
| | Alea Ruffle Blouse | Rp 840.000 |
| | <i>Advertising and Endorsement Costs</i> | |
| | Instagram Ads | Rp 70.000 |
| | Endorsements | Rp 500.000 |
| | <i>Catalog Photo Fees</i> | |
| | Catalog Photo | Rp 900.000 |
| | Shipping Cost | Rp 200.000 |
| | Amount | Rp 15.763.500 |

Almond Chic Selling Price Calculation Base

Table 9. Price Calculation Basis

| Product Name | Mecca Dress | Kina Shirt | Alea Ruffle Blouse |
|-----------------|-------------|------------|--------------------|
| Production Cost | Rp 113.000 | Rp 69.500 | Rp 77.000 |
| Selling Price | Rp 149.900 | Rp 132.000 | Rp 139.000 |
| Profit Margin | Rp 36.900 | Rp 62.500 | Rp 62.000 |

Risk Analysis and Exit Strategy

Internal Factors

In terms of Strengths, the author prioritizes product quality and good service to customers. In an effort to prioritize product quality, the author uses premium materials and neat stitching results. The product design is characteristic and timeless so that it is not marketable and can be used by customers for a long time.

The author's efforts to prioritize friendly, responsive and informative service are by accepting criticism and suggestions from customers for customer satisfaction and also the advancement of the author's brand, fast delivery on the same day if the order is placed after 17.00 WIB, accepting returns from customers If the product sent does not comply with the existing terms and conditions, namely documenting the product unboxing process.

However, this business still has weaknesses, namely the price of the product cannot be said to be cheap, estimated at IDR 100.000 and above because if there is a price then there is quality offered, so many competitors sell similar products but at a cheaper price, apart from that for the start of production. The author only has one size or all sizes.

External Factors

If we look at it from an opportunity perspective, clothing has become a part of people's lives that cannot be separated from all forms of daily activities because clothing is a primary need. Currently, many young people like to try various fashion trends so that they look more stylish and support their appearance to look cooler and not out of date.

Usually young people or working people who need to meet lots of people in everyday life will pay attention to what their appearance is like, and whether they look good. On the other hand, the clothes you wear can increase your self-confidence so that it becomes your own motivation to perform better in carrying out daily activities. This of course opens up opportunities for the fashion business to become bigger, and the prospects will never end as

long as you follow the trends that are developing in society. Apart from that, if sales are made online, the market reached is very wide.

Apart from that, if you look at the Threat aspect, this business still has threat factors such as the mushrooming of the fashion business in Indonesia, because the business run by the author is a new business which is still classified as having a market that is slightly less than the old fashion business, besides that there are many competitors who sell products. similar but at a price far below what the author sells. Therefore, this business has an operation and management plan through strengthening:

1. Facilities: in the form of social media: Instagram, TikTok, WhatsApp, E-commerce (Shopee and TikTokshop), mobile phones and bookkeeping for marketing and financial activities, as well as delivery services using J&T, JNE, SiCepat, Grab and Shopee Express expeditions.
2. Production Process: Preparing the product design and purchasing materials from suppliers, then the materials are sent to the convection. After the material arrives at the convection, samples are made until the product matches what the author wants. Once approved, mass production is carried out. After mass production, the product goes through a quality check stage. If it passes, the final stage is packaging the product using clothing plastic.
3. Inventory Control: In inventory control, the author uses an application that is useful for recording incoming and outgoing goods, apart from that the stock amount in e-commerce is also automatic so that if a product is sold then the sales stock is reduced. Apart from that, the author also routinely checks manually to avoid stock calculation errors.
 - a. Financial Control: All types of Almond Chic transactions are recorded in the sales application and also bookkeeping in microsoft excel so that the author can find out if sales are increasing or not, profit or not. That way, the author can carry out an evaluation at the end of each month regarding business development.
 - b. Management Team: Currently all activities such as design creation, material selection and marketing are carried out by the author as owner. However, at the production stage the author uses convection services that are experienced in their field.

BUSINESS IMPLEMENTATION

The idea for a muslim women's clothing business has existed since early February 2023, determining the brand name and creating social media was carried out in mid-February 2023. Almond Chic is a business that is included in the clothing business category. This business is run online, all operational activities are carried out independently starting with designing clothes, purchasing materials, and sending materials to convections where the products are then marketed online. In January, the author brain stormed about what business to run and conducted market research. Through the results of brain storming and research, the author determined the muslim women's clothing business as the business of the final business design assignment.

Choosing a brand name and making a logo was done in early January. The next stage is for the author to determine suppliers of materials, packaging and convection. The packaging supplier is outside the city so purchases are made online, while the material and convection supplier is in Yogyakarta. The first product is a dress, because this product will be launched close to the month of ramadan and based on research results, dress products are in great demand during the month of ramadan. The process of launching the first product goes through many stages such as production, catalog photos, brand awareness by endorsing influencers, advertising on social media, and uploading content on social media.

A problem occurred, namely that the product launching time was delayed due to an error by the catalog photo service in using this dress product, so the catalog photo was taken twice. In May, Almond Chic produced new products in the form of shirts and blouses. So far, shirts are the most sought after by consumers with the largest number of sales compared to dresses and blouses.

Overview of Production/Operational Aspects

Use of Raw Materials

Almond Chic's first product is a dress made from airflow cotton rayon. This material has a soft texture, falls and does not get scratched easily so it is comfortable to use. Apart from that, the airflow material is transparent and cool so it is safe and comfortable for Muslim women to use. This dress product requires 3 meters of fabric for one product. The first production total was 68 dresses with a total of 204 meters of material. The second product is called kina shirt, using cotton linen. Masruri (no date) defines cotton linen as one of the best materials for shirt use, the fiber is thick and the material is cool, so it is ideal for use as the main material in making shirts.

Kina shirt products require 1.5 meters for one product, total production is 60 pieces. The third product is the alea ruffle blouse, using premium cotton rayon motifs. Rayon cotton material is very popular in Indonesia, because this material absorbs sweat and is cool so it is very suitable for use in tropical countries like Indonesia. The rayon cotton used for this product has a beautiful motif like raindrops, so it is very suitable for making blouses. The alea ruffle blouse product requires 1.5 meters for one product, total production is 28 pieces. suppliers of product materials come from supra textile shops and zaara textiles located on Jl. Urip Sumoharjo, Gondokusuman, Yogyakarta.

External Factors

In producing clothes, the first thing to do is prepare a design by looking for references on the internet and then combining the characteristics of Almond Chic products with a vintage and casual style. After creating a clothing design, then determine and purchase materials that are suitable for the design. Then, the material is sent to convection, and product samples are made to avoid production failures. Once the sample is finished and does not require revision, mass production is carried out. The final stage is quality checking and packaging the product using clear plastic specifically for clothes.

Produced Products

The first product, namely the mecca dress, uses premium airflow rayon material. One mecca dress product requires 3 meters of fabric, and the author chose four color variations, namely black, soft pink, mocha and sage with a total purchase of 227 yards or 204 meters which is estimated to be 68 dresses. For the second product, namely quinine shirts, we use premium cotton linen. To make quinine shirts, you need 1.5 meters for one shirt. Kina shirts have four color variations, namely soft lilac, soft grey, broken white and sage green with 15 pieces of each color. For the third product, namely the alea ruffle blouse, it uses premium cotton rayon motifs. The alea ruffle blouse has four color variations, namely soft pink, dusty pink, mocha and dark grey. This product requires 1,5 meters, each color totaling 7 pieces.

Overview of Marketing Aspects

Promotion Strategy

Because at the beginning sales were still online, the author prioritized promotion through social media such as:

1. Advertise products on several social media platforms such as Instagram, TikTok and Shopee.
2. Collaborate with influencers who are known in the fashion sector by endorsing them on Instagram and TikTok.
3. Live sales on TikTok.
4. Regularly create content on social media such as Instagram and TikTok.
5. Increase interaction with consumers via the Instagram platform by regularly creating Instagram stories in the form of questions involving consumers.

Distribution Channel

Distribution channels are the paths chosen to send products from the producer to the final consumer. Almond Chic uses distribution channels through e-commerce, where its products are sold online through various e-commerce websites, e-commerce platforms, or online marketplaces such as Shopee and TikTok Shop.

Pricing Policy

The pricing strategy that the author uses, like most companies, is markup pricing, which increases the price of the product. In other words, focusing on production costs. Apart from that, the author also determines the price according to the target market, namely the upper middle class, so that the price determined is not cheap but also not too expensive.

Overview of Organizational/HR Aspects

Almond Chic is a business managed by one person, where in implementing this business development, the author as the business owner has full control over all operational processes. Starting from designing products, selecting materials and suppliers, product packaging, to carrying out marketing and sales activities.

Overview of Financial Aspects

The table below explains the profit and loss report, cash flow report, and balance sheet for the Almond Chic business in 2023.

Income Statement

Table 10. Almond Chic Income Statement for 2023

| Information | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|----------------------|-----|---------|---------|-------|---------|---------|---------|---------|---------|---------|---------|-------|
| <i>Income</i> | | | | | | | | | | | | |
| Sale | Rp0 | Rp1.349 | Rp1.349 | Rp750 | Rp1.752 | Rp2.765 | Rp2.344 | Rp2.540 | Rp1.627 | Rp1.274 | Rp1.106 | Rp528 |
| Sales Discount | Rp0 | Rp88 | Rp88 | Rp49 | Rp114 | Rp180 | Rp152 | Rp165 | Rp106 | Rp83 | Rp72 | Rp34 |
| Net Sales | Rp0 | Rp1.261 | Rp1.261 | Rp701 | Rp1.638 | Rp2.586 | Rp2.191 | Rp2.375 | Rp1.521 | Rp1.191 | Rp1.034 | Rp494 |
| Cost Of Goods Sold | Rp0 | Rp806 | Rp806 | Rp448 | Rp949 | Rp1.537 | Rp1.298 | Rp1.439 | Rp872 | Rp723 | Rp614 | Rp280 |
| Gross Profit | Rp0 | Rp456 | Rp456 | Rp253 | Rp689 | Rp1.049 | Rp893 | Rp937 | Rp650 | Rp468 | Rp420 | Rp214 |
| Advertising Expenses | Rp0 | Rp125 | Rp125 | | | Rp125 | Rp70 | Rp125 | Rp0 | Rp0 | Rp0 | Rp0 |
| Marketing Expenses | | | | | Rp275 | Rp275 | | | Rp275 | Rp275 | Rp0 | Rp0 |
| Net Profit | Rp0 | Rp331 | Rp331 | Rp253 | Rp414 | Rp649 | Rp823 | Rp812 | Rp375 | Rp193 | Rp420 | Rp214 |

Cash Flow Statement

Table 11. Almond Chic Cash Flow Statement for 2023

| ACCOUNT | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|--------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| Operational Activities | | | | | | | | | | | | |
| Last Cash | Rp15.763 | Rp9.353 | Rp10.489 | Rp10.605 | Rp11.306 | Rp12.669 | Rp9.022 | Rp11.143 | Rp13.393 | Rp13.410 | Rp14.325 | Rp15.359 |
| Sale | Rp0 | Rp1.349 | Rp1.349 | Rp750 | Rp1.752 | Rp2.765 | Rp2.344 | Rp2.540 | Rp1.627 | Rp1.274 | Rp1.106 | Rp528 |
| Sales Discounts | Rp0 | Rp88 | Rp88 | Rp49 | Rp114 | Rp180 | Rp152 | Rp165 | Rp106 | Rp83 | Rp72 | Rp34 |
| Purchase Of Trade Supplies | Rp4.431 | Rp0 | Rp1.020 | Rp0 | Rp0 | Rp5.833 | Rp0 | Rp0 | Rp1.230 | Rp0 | Rp0 | Rp0 |
| Receivables | Rp0 | Rp0 | Rp0 | Rp0 | Rp0 | Rp0 | Rp0 | Rp0 | Rp0 | Rp0 | Rp0 | Rp0 |
| Advertising Expenses | Rp0 | Rp125 | Rp125 | Rp0 | Rp0 | Rp125 | Rp70 | Rp125 | Rp0 | Rp0 | Rp0 | Rp0 |
| Marketing Expenses | Rp0 | Rp0 | Rp0 | Rp0 | Rp275 | Rp275 | Rp0 | Rp0 | Rp275 | Rp275 | Rp0 | Rp0 |
| Operating Activities Cash Flow | Rp11.333 | Rp10.489 | Rp10.605 | Rp11.306 | Rp12.669 | Rp9.022 | Rp11.143 | Rp13.393 | Rp13.410 | Rp14.325 | Rp15.359 | Rp15.853 |
| Investment | Rp0 | | | Rp0 | Rp0 | Rp0 | Rp0 | Rp0 | Rp0 | Rp0 | Rp0 | Rp0 |
| Equipment | Rp1.980 | | | Rp0 | Rp0 | Rp0 | Rp0 | Rp0 | Rp0 | Rp0 | Rp0 | Rp0 |
| Investing Activities Cash Flow | Rp1.980 | Rp0 | Rp0 | Rp0 | Rp0 | Rp0 | Rp0 | Rp0 | Rp0 | Rp0 | Rp0 | Rp0 |
| Funding Activities | Rp0 | | | Rp0 | Rp0 | Rp0 | Rp0 | Rp0 | Rp0 | Rp0 | Rp0 | Rp0 |
| Capital Increase | Rp0 | Rp0 | | Rp0 | Rp0 | Rp0 | Rp0 | Rp0 | Rp0 | Rp0 | Rp0 | Rp0 |
| Funding Activity Cash Flow | Rp0 | Rp0 | Rp0 | Rp0 | Rp0 | Rp0 | Rp0 | Rp0 | Rp0 | Rp0 | Rp0 | Rp0 |
| Total Cash | Rp9.353 | Rp10.489 | Rp10.605 | Rp11.306 | Rp12.669 | Rp9.022 | Rp11.143 | Rp13.393 | Rp13.410 | Rp14.325 | Rp15.359 | Rp15.853 |

Balance Sheet Report

Table 12. Almond Chic Cash Flow Statement for 2023

| Account | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|--------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| Current Assets | | | | | | | | | | | | |
| Cash | Rp9.353 | Rp10.489 | Rp10.605 | Rp11.306 | Rp12.669 | Rp9.022 | Rp11.143 | Rp13.393 | Rp13.410 | Rp14.325 | Rp15.359 | Rp15.853 |
| Supply | | | | | | | | | | | | |
| Cloth | Rp2.553 | Rp2.553 | Rp1.005 | Rp1.005 | Rp1.005 | Rp2.043 | Rp2.043 | Rp2.043 | Rp57 | Rp57 | Rp57 | Rp57 |
| Label | Rp88 | Rp88 | Rp3 | Rp3 | Rp3 | Rp103 | Rp103 | Rp103 | Rp0 | Rp0 | Rp0 | Rp0 |
| Finished Goods | Rp1.790 | Rp985 | Rp2.832 | Rp2.385 | Rp1.436 | Rp4.594 | Rp3.296 | Rp1.857 | Rp4.304 | Rp3.581 | Rp2.967 | Rp2.687 |
| Total Current Assets | Rp13.783 | Rp14.114 | Rp14.445 | Rp14.698 | Rp15.112 | Rp15.761 | Rp16.584 | Rp17.396 | Rp17.771 | Rp17.963 | Rp18.383 | Rp18.597 |
| Non-Current Assets | | | | | | | | | | | | |
| Equipment | Rp1.980 | Rp1.980 | Rp1.980 | Rp1.980 | Rp1.980 | Rp1.980 | Rp1.980 | Rp1.980 | Rp1.980 | Rp1.980 | Rp1.980 | Rp1.980 |
| Total Non-Current Assets | Rp1.980 | Rp1.980 | Rp1.980 | Rp1.980 | Rp1.980 | Rp1.980 | Rp1.980 | Rp1.980 | Rp1.980 | Rp1.980 | Rp1.980 | Rp1.980 |
| Total Assets | Rp15.763 | Rp16.094 | Rp16.425 | Rp16.678 | Rp17.092 | Rp17.741 | Rp18.564 | Rp19.376 | Rp19.751 | Rp19.943 | Rp20.363 | Rp20.577 |
| Debt And Equity | | | | | | | | | | | | |
| Capital | Rp15.763 | Rp15.763 | Rp15.763 | Rp15.763 | Rp15.763 | Rp15.763 | Rp15.763 | Rp15.763 | Rp15.763 | Rp15.763 | Rp15.763 | Rp15.763 |
| Debt | Rp0 | Rp0 | Rp0 | Rp0 | Rp0 | Rp0 | Rp0 | Rp0 | Rp0 | Rp0 | Rp0 | Rp0 |
| Retained Earning | Rp0 | Rp331 | Rp662 | Rp915 | Rp1.329 | Rp1.978 | Rp2.801 | Rp3.613 | Rp3.988 | Rp4.180 | Rp4.600 | Rp4.814 |
| Total Debt And Equity | Rp15.763 | Rp16.094 | Rp16.425 | Rp16.678 | Rp17.092 | Rp17.741 | Rp18.564 | Rp19.376 | Rp19.751 | Rp19.943 | Rp20.363 | Rp20.577 |

RESULTS OF ANALYSIS

Problem Identification and Solving

Production/Operational Aspects

Problems in the production aspect occurred in making the first Almond Chic product samples, because they still used new cloth instead of leftover cloth or rags when making samples, so a lot of new cloth was wasted when making product samples. The second problem is that the production materials available from suppliers are not of consistent quality, and the color variations of the materials are not always complete. The third problem is in the product catalog photo process where there is miscommunication on how to use the product on the model so that repeated photoshoots are required which results in a delay in the product launch time.

Marketing Aspect

Problems in the marketing aspect are the lack of target market breadth in product promotion, the results of advertising on social media and endorsements on influencers cannot be said to be effective, and there is a lack of interaction with customers. Apart from that, sales of the Alea ruffle blouse product can be said to have not met the target because only 12 pieces were sold.

Theoretical Review

One of the main obstacles in the marketing field is building good relationships with consumers. The success of Micro, Small and Medium Enterprises (MSMEs) is closely related to customer loyalty and trust. This encourages customers to make repeated transactions, increase purchasing volume, and provide positive recommendations about products or services to other people (Mukminin and Latifah, 2020). In order to retain customers, entrepreneurs need to have a good understanding of consumer behavior to provide optimal products and services and meet their needs. As trends develop, consumers will naturally follow these changes.

Therefore, it is important for business actors to understand consumer behavior in order to achieve success in marketing strategies. Consumer behavior is an analysis of the stages involved when individuals or groups make decisions in selecting, purchasing, using, or managing products, services, ideas, or experiences with the aim of meeting their needs and desires (Hasan, 2013). Based on the explanation Kotler and Keller (2016) here are three factors that influence consumer purchasing behavior:

1. Cultural Factors.
2. Social Factors.
3. Personal Factors.

Cultural Factors

Problems:

1. Subculture: Refers to a social segment that has a value structure and norms that are different from the main culture. For example, ethnic subcultures or generational subcultures.
2. Social Class: Refers to the strata of society based on factors such as income, education, and occupation. Social class can influence shopping preferences and habits.

Social Factors

Problems:

1. Family: The influence of family members in making purchasing decisions. The family is often the primary reference group and influences consumer values and preferences.
2. Reference Group: Is a group of people who provide information, views and norms that influence consumer behavior. Reference groups may consist of friends, family, or public figures.

Personal Factors

Problems:

1. Age and Life Cycle Stage: Purchasing decisions can be influenced by differences in needs and priorities at various life stages. For example, the needs and preferences of a teenager may be different from those of an adult or elderly person.
2. Occupation and Occupation: A person's profession and occupation can influence spending, brand preferences and types of products purchased. People with different jobs may have different needs and desires.

These factors are interrelated and complex, creating a framework for understanding how various elements can influence consumer purchasing behavior. By considering these factors, business actors can design more appropriate strategies to meet the needs and expectations of the target market. Building a brand image is no less important than understanding consumer behavior. Brand image is very important in marketing because it creates positive perceptions and impressions in the minds of consumers.

Brand strategy is a marketing strategy in building an identity or character that plays an important role so that the product looks superior and different from other similar products. Some general strategies for building a brand image that can be implemented by companies include:

1. **Differentiation:** Highlighting unique elements or brand advantages that differentiate it from competitors.
2. **Branding Consistency:** Maintaining consistency in brand elements such as logo, design, colors and brand messaging across all communication channels.
3. **Effective Communication:** Designing smart and effective marketing campaigns to convey brand values and build emotional connections with consumers.
4. **Consumer Participation:** Involving consumers in brand development, allowing them to feel involved and have more affinity with the brand.
5. **Positive Customer Experience:** Provide a positive customer experience through friendly customer service, an easy shopping experience, and satisfying products.
6. **Innovation:** Continuously provide innovation in products or services to remain relevant and attractive to consumers.

Each of these strategies can be tailored to the specific needs and characteristics of the brand and market. It is important to have a deep understanding of the target audience and market to design effective strategies.

Solution to Overcome Problem

After conducting an evaluation regarding the problems experienced by the Almond Chic business, decisions can be made regarding several of these problems. In the production aspect problems are divided into four problem solving solutions. The first solution, in making Almond Chic product samples, will be to use rags or leftover cloth to avoid wasting new cloth. The second solution, incomplete materials or color variations among suppliers is a problem that cannot be prevented, so the right solution is to add a new supplier who has the same selling price. If this still doesn't solve the problem, the final step that can be taken is to choose other materials and color variations. The third solution is to provide examples of product use in the form of videos on catalog photo services so that there is no miscommunication in product use.

Furthermore, in the marketing aspect, the solution that can be implemented is by using inbound marketing theory. Inbound marketing puts forward an approach in which companies create interesting content and provide solutions to consumer problems, so that consumers approach the brand voluntarily. Inbound marketing focuses efforts on attracting attention rather than aggressively pushing a message. Of course, success in inbound marketing requires consistency, as well as using online advertisements regularly. For now, the author has decided that he will not add additional employees because all activities can still be managed independently. Apart from that, the operating cost factor is also the reason why there is currently no need for additional employees. However, if in the future Almond Chic experiences a high increase in sales, it is possible that it will need new human resources.

CONCLUSION

In implementing the muslim women's fashion business, it can be concluded that the first step in running a business requires determining a business model such as customer segment, value proposition, channels, customer relationships, revenue, key activities, key resources, key partners, and cost structure. This determination will affect the running of the business in the future. In running a business, consumers are the main thing that business people must pay attention to. Success and failure in running a business is determined by consumer interest and

satisfaction. The implementation of the Almond Chic business has not yet been carried out as expected, seen from the problems faced in the production and marketing aspects.

However, the author succeeded in solving these problems and evaluating the business so that in the future these problems can be prevented. Apart from that, the level of product sales is still not optimal, so in the future Almond Chic will prioritize consistency in the marketing aspect so that Almond Chic products can be more widely known. Despite the failures experienced, the implementation of this business has been successful in producing three types of clothing with total sales of 65 pieces and receiving positive reviews from consumers.

Based on the conclusions from the implementation of the Chic Almond business design, the author recommends to prospective entrepreneurs who will be involved in the fashion business sector to carry out a business feasibility test first, as well as routinely carry out market research because the fashion business is one of the businesses that changes quickly so business actors must responsive in understanding market wants and needs. Prospective entrepreneurs can also use the problems and solutions experienced by the Almond Chic business as an effort to prevent problems in the business they want to run.

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