

RINGKASAN EKSEKUTIF

Pandemi COVID-19 telah menggeser kebutuhan para wanita dalam berbagai hal. Salah satunya adalah kebutuhan untuk bisa berpenampilan sesuai dengan situasi. Di dalam konteks ruang lingkup kerja, pandemi mendorong fleksibilitas dalam bekerja. Konsep WFH (*Work from Home*) atau WFC (*Work form Cafe*) merupakan dua contoh nyata yang mulai populer digunakan akibat pandemi.

Oleh karena itu, By Belle hadir untuk bisa mengakomodasi kebutuhan ini dengan menawarkan konsep pakaian fleksibel, yakni fitur “2-in-1”. By Belle telah mengeluarkan dua produk, yakni **Ilona Top**, yang merupakan blus dengan lengan baju yang bisa dilepas, dan **Avery Blazer**, yang merupakan jaket formal yang bisa dijadikan model baju *crop top*.

By Belle menargetkan wanita yang bekerja sebagai karyawan atau wiraswasta dengan rentang usia 18-29 tahun yang bertempat tinggal di JABODETABEK. Terdapat 21.193 jumlah pasar yang menjadi potensi bagi By Belle, dengan menawarkan produk di rentang harga Rp100.000,00 - Rp300.000,00. Sebagai media promosi dan penjualan, By Belle akan memanfaatkan kanal digital atau daring sebagai kanal utama operasional bisnis.

Dalam jangka waktu satu tahun kedepan, By Belle berupaya untuk bisa mengembalikan modal awal yang telah diinvestasikan, yakni sebesar Rp20.000.000,00. Setelah melakukan analisis internal dan eksternal, By Belle akan mengedepankan strategi pengembangan produk, serta menonjolkan keunikan konsep produk kepada pasar yang ditargetkan.

Kata Kunci	:	Fleksibilitas, Wanita, Karyawan
Bidang Usaha	:	Fesyen

EXECUTIVE SUMMARY

The COVID-19 Pandemic has shifted the needs of women in many aspects. One of them is the need to be able look in accordance with the situation. In the context of the working environment, the pandemic phenomenon encourages flexibility in working. Concepts such as WFH (Work from Home) or WFC (Work from Cafe) are two real life cases that is now popular due to the pandemic.

Therefore, By Belle is here to accommodate this new need by providing fashion products that are flexible in nature, coming with a "2-in-1" feature. By Belle has released two products, which are Ilona Top, a blouse that has detachable sleeves, and Avery Blazer, a formal jacket that can be turned into a crop-top.

By Belle targets women that are employed or are self-employed that are within the range of 18-29 years old, living in the JABODETABEK region. The number of potential market share for By Belle is as big as 21.193, with the products that are in the price range of Rp100.000,00 - Rp300.000,00. As media and channel promotion, By Belle will use online and digital channels as the core of the business operations.

Within the next year, By Belle aims to achieve the amount of equity that is invested when starting, amounting to Rp20.000.000,00. Looking at both internal and external factors, By Belle will emphasize on product development strategy, as well as highlight its unique concepts to the intended target market.

<i>Keywords</i>	<i>:</i>	<i>Flexibility, Women, Employee</i>
<i>Field of Business</i>	<i>:</i>	<i>Fashion</i>