

**BUSINESS PLAN FOR SVSTAIN AS A FASHION BRAND:
DESIGNING CREATIVE STRATEGIES FOR THE SOCIAL
MEDIA AND DESIGN DIVISION**



THESIS

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**MANAGEMENT STUDY PROGRAM
FACULTY OF BUSINESS
UNIVERSITAS MULTIMEDIA NUSANTARA
TANGERANG
2024**

**BUSINESS PLAN FOR SVSTAIN AS A FASHION BRAND:
DESIGNING CREATIVE STRATEGIES FOR THE SOCIAL
MEDIA AND DESIGN DIVISION**



Proposed to fulfill one of the requirements to obtain the title of
Bachelor's of Management

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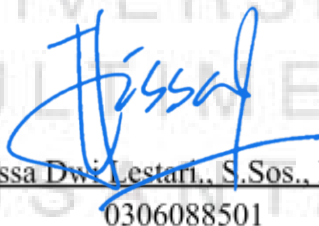
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PREFACE

I give my highest gratitude to the presence of the Lord Jesus Christ for His abundant grace, blessings, and guidance that have enabled me to complete this thesis entitled: **"BUSINESS PLAN FOR SVSTAIN AS A FASHION BRAND: DESIGNING CREATIVE STRATEGIES FOR THE SOCIAL MEDIA AND DESIGN DIVISION"**. This thesis is prepared as one of the requirements for graduation from the undergraduate management program at the Faculty of Business, Universitas Multimedia Nusantara. I have received considerable support, assistance, and guidance from various parties while writing this thesis. Therefore, I would like to express my deepest gratitude to:

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2. Dr. Florentina Kurniasari T., S.Sos., M.B.A., as the Dean of the Faculty of Business at Universitas Multimedia Nusantara.
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I hope this academic work contributes meaningfully to developing knowledge, particularly in entrepreneurship and creative strategies in managing social media and product design. Furthermore, I hope this thesis is a useful reference for readers interested in the fashion industry, offering broader insights into designing and managing a business from operational, marketing, and financial perspectives.

I also hope this work serves as an initial step toward developing a highly competitive fashion brand in the global market.

Tangerang, November 29th, 2024



(Valencia Antoinette)

RENCANA BISNIS UNTUK SVSTAIN SEBAGAI MEREK FASHION: MERANCANG STRATEGI KREATIF UNTUK DIVISI MEDIA SOSIAL DAN DESAIN

(Valencia Antoinette)

ABSTRAK

Svstain adalah startup mode yang didirikan pada tahun 2023 oleh lima mahasiswa Universitas Multimedia Nusantara. Dengan fokus pada inovasi desain dan keberlanjutan, Svstain menawarkan produk kaos dengan patch lepas-pasang yang memungkinkan konsumen menyesuaikan gaya mereka. Penelitian ini bertujuan untuk merancang strategi kreatif bagi divisi media sosial dan desain Svstain guna meningkatkan daya saing di pasar fesyen Indonesia. Metodologi yang digunakan mencakup analisis kualitatif melalui studi kasus, wawancara, dan benchmarking terhadap merek global dan lokal. Hasil penelitian menunjukkan bahwa inovasi produk Svstain memiliki potensi untuk menarik konsumen muda yang dinamis, namun pemasaran digital harus diperkuat untuk memperluas jangkauan merek. Sebagai Chief Creative Officer (CCO), penulis berperan dalam mengembangkan strategi desain produk dan konten kreatif yang sesuai dengan tren pasar. Kesimpulannya, strategi kreatif yang dirancang melalui penelitian ini memberikan wawasan praktis untuk memperkuat posisi Svstain sebagai merek fesyen lokal yang inovatif dan berkelanjutan.

Kata kunci: Svstain, *Start-up Fashion*, Rencana Bisnis, Media Sosial, Desain

BUSINESS PLAN FOR SVSTAIN AS A FASHION BRAND: DESIGNING CREATIVE STRATEGIES FOR THE SOCIAL MEDIA AND DESIGN DIVISION

(Valencia Antoinette)

ABSTRACT (English)

Svstain is a fashion startup founded in 2023 by five students from Universitas Multimedia Nusantara. Focused on design innovation and sustainability, Svstain offers t-shirts with detachable patches, allowing consumers to personalize their styles. This study aims to design creative strategies for Svstain's social media and design divisions to enhance its competitiveness in Indonesia's fashion market. The methodology includes qualitative analysis through case studies, interviews, and benchmarking against successful global and local brands. The findings reveal that Svstain's product innovation has the potential to attract dynamic young consumers, though digital marketing needs to be strengthened to expand the brand's reach. As the Chief Creative Officer (CCO), the author contributed to developing product design strategies and creative content aligned with market trends. In conclusion, the creative strategies designed in this study provide practical insights for strengthening Svstain's position as an innovative and sustainable local fashion brand.

Keywords: Svstain, Start-up Fashion, Business Plan, Fashion, Social Media, Design

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