

ABSTRACT

Distro or extensions of the Distribution Store or Distribution Outlet are included in one type of fashion creative industry. This distribution is a type of shop in Indonesia that sells clothing and accessories that are kept by clothing makers, or self-produced. Distro (distribution store) is considered a phenomenon that occurs in today's young generation because it is young people who are challenged to be involved in a competition.

With the Timmons approach, the Lou Belle shop distribution business will be analyzed in terms of opportunities, resources and teams. With the Timmons Model approach, the entrepreneurial process will be concluded, then the Lou Belle shop distribution business will be analyzed in terms of opportunities, resources, and teams. After that it will be concluded that development strategies that can be applied to achieve business sustainability in the face of business competition use the SWOT method. Strategic planning used to evaluate strengths (weaknesses), weaknesses, opportunities, and threats in a project or a business speculation.

The research method that will be conducted is a qualitative method, data collection through interviews. The results showed that the opportunities in the business were quite good, because the amount of market demand was still in great demand. While resources can be categorized as good enough because they succeed in saving, and the team is categorized as not good because they lack solutions to problem solving, employee turnover, and employee loyalty that is not good. The constraints faced by Lou Belle Shop in the two years after 2014 was because in 2016 the competition in the fashion business was very lively, offering each other their respective concepts to consumers, lack of resources in managing Lou Belle shop, a very tight business competition due to the many distros and boutiques. the new ones around Lou Belle Shop's environment with their respective concepts so that it influences consumer demand for products

Keywords: Opportunity, Resource, Team, Strategy, Business Continuity.