

ABSTRACT

DESIGN STRATEGY PLANNING FOR HIRKA SHOES BRAND

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The number of Small and medium enterprises (SMEs) that has been growing in Bandung motivates SMEs to make innovation different from their competitors. Hirka Shoes as one of the SMEs who have innovated n new fashios wants to expand their target market by new product and building a new Brand image that they want to display. The collected data using observation method to the Hirka Shoes business, and interview to relevant parties, also to do literature review in the area of strategic business analysis and strategy design plan. The collected data is analysed using design strategy method, which from internal and external business environment analysis consisting of SWOT, PEST, Porter's 5 Force, competitive analysis, market analysis and audit design. Results of the analyses is subsequently formulated in a strategy design plan to improve Hirka business. The strategy is formulated in order to expand new market using promotion and design plan strategy. We expect that this final assignment will support Hirka to develop the businesses and be able to survive in competitive markets.

Keyword: Design strategy, Visual identity, Brand image.