## ABSTRACT

Brodo is a shoe brand originating from the city of Bandung, established under the auspices of PT. Brodo Ganesha Indonesia with CEO Yukka Harlanda. Brodo is a footwear company with superior products for men's leather shoes. This research is motivated by the need for the Brodo brand to produce men's sneakers with the target market of ASN (State Civil Apparatus) who carry out official travel activities by considering aspects of features that can support business travel activities. The design of these sneakers was carried out to support the needs of Brodo brand articles in 2023. The method used is a case study approach or field research.

**Keywords**: Brodo, Leather Sneakers, ASN, Business Travel.